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Changes in Policies and Rate Scales Studied by A. L. C.

Questionnaire Produces Interesting Data on Company Trends in New Year

Various policy, annuity, rate and interest changes made by life companies were analyzed in a study prepared by F. E. Huston, secretary-actuary American Life Convention, based on information secured from a questionnaire sent recently to the 148 member companies.

Replies were received from 120 companies. Tabulation showed 35, or 30 percent, have made or plan soon to make premium rate increases; 26, or 22 percent, are decreasing surrender values, and 41, or 45 percent, of reporting companies writing annuities have made or are to make annuity rate increases.

Six reporting companies not licensed in New York (where reduction of policy loan interest rate on new issue policies was made mandatory by law) are decreasing policy loan interest rate. Five, or 4 per cent, decreased the interest rate assumed in policy reserves; 38, or 32 percent, decreased guaranteed interest rate on proceeds left with the company; seven, or 10 percent, of reporting companies writing participating business, decreased interest rate including excess interest on proceeds left.

Many Change Options

There were 40, or 33 percent, which increased the life annuity basis in settlement options, and 44, or 37 percent, of reporting companies writing participating business, stated their dividend scales for 1939 very likely would remain the same as for 1938.

Of the 120 companies reporting, 21 stated they had reduced policy loan interest rate or planned to do so; 90 had not, and nine were undecided on this question. Fifteen reported decrease of interest on automatic premium loans, 83 no decrease, and six undecided.

Companies with more than 400 millions insurance in force reported variously on their premium rate increases. One non-participating company showed slight increase in life plans to larger in endowments; another, 3 to 5 percent increase in 1938 and a material change anticipated in 1939. A participating company in this bracket reported 10 percent increase; a mixed company reported 3 percent increase in non-par rates and par rates placed on 3 percent basis in 1938, giving a slight increase in rates. Smaller companies reported for non-par increases ranging from 2½ to 6 percent, and for par business, the advance seemed to range from 1.5 percent to 8 percent.

An industrial company reported increased rates on all plans at older ages ranging from 1 to 20 percent.

Varying surrender value practices

(CONTINUED ON LAST PAGE)

National Council's New Plan Approved

Status as Deliberative Group of National Association Starts at Louisville

Changes in procedure of the national council of the National Association of Life Underwriters were outlined in a bulletin by Earl Colborn, chairman of a special committee on national council meetings. They will go in effect at the midyear meeting in Louisville March 31-April 1.

The special committee's report recently was adopted unanimously by the trustees. This includes the following plans for the Louisville meeting.

The council meeting will be held, contrary to previous custom, March 31, in advance of the trustees' meeting, and the day preceding the local sales congress, which will be held Saturday, April 1. Trustees will meet all day Saturday, and state presidents will meet that morning. The council meeting, in line with a suggestion by President H. J. Johnson, will be set up as a deliberative assembly with arrangements, appointments and procedure typical of a legislative body.

May Submit Proposals

The council thus will be given opportunity to submit suggestions for the trustees and to discuss matters that will be brought before the latter body the following day.

Mr. Colborn invited suggestions for topics of discussion that are "important and immediate."

The council includes trustees, past presidents and chairmen of standing committees of the National association, presidents of state and regional associations, presidents of local associations and national committeemen. This will be the first session of the council at which local presidents will be voting delegates, an amendment to the by-laws to this effect having been passed at the Houston convention.

All the national meetings and the host association's sales congress will be held in the Brown Hotel. Applications for reservations should be made with E. W. Baker, Starks building, Fourth and Walnut streets, Louisville.

American Institute May Go to Colorado Springs

The American Institute of Actuaries may hold its fall meeting at the Broadmoor, Colorado Springs. The opinion of members is being solicited and many of the replies are favorable. That location would be convenient for actuaries of the mountain and coast states.

Woodhouse Is Mentioned

Among all the whispered guesses and speculations concerning who will occupy the office of insurance commissioner in Connecticut after July 1, when John C. Blackall's term expires, the name of David R. Woodhouse, insurance lawyer, of Wethersfield, looms as the leading GOP possibility.

Bixby Is President of Kansas City Life

D. T. Torrens Made Chairman of Board and of Executive Committee

KANSAS CITY—W. E. Bixby, executive vice-president of the Kansas City Life, has been elected president. He succeeds D. T. Torrens, who was named chairman of the board and chairman of the executive committee. Mr. Torrens will continue to handle investments, as he has for a number of years.

D. R. Alderman, agency secretary since 1923, director of personnel, and in charge of the home office agency since 1928, becomes vice-president with general executive duties. He has been with the company since 1922. Mr. Alderman was president of the General Agents & Managers Association in 1935, and of the Missouri and Kansas City life underwriters associations, 1937-38.

J. A. Budinger, actuary, was named vice-president and actuary. Mr. Budinger went with the Franklin Life after the war as assistant, and later as associate actuary. With the Kansas City Life since 1930, he was first associate actuary, and then, in 1933, was made actuary. He is a fellow of the Actuarial Society and of the American Institute.

J. T. Allen of Denver, general agent for more than 25 years of the Colorado, Wyoming and Montana district, was elected a director to succeed the late Ed. S. Villmoare, Sr.

The company ended 1938 with \$443,055,000 of business in force, making it the largest in Missouri and one of the four largest west of the Mississippi. Assets increased approximately \$3,500,000 to a new all time high of \$108,476,000. Increase in legal reserve was \$4,307,000. The company now is doing business in 39 states and the District of Columbia, and has 2,000 agents.

J. M. McCormack Appointed Tennessee Commissioner

NASHVILLE, TENN. — James M. McCormack, vice-president of C. R. Weir & Co., general insurance agency in Memphis has been appointed Tennessee's commissioner of insurance and banking.

Commissioner McCormack served in this office period under Governor Browning but resigned when there was a parting of the ways between the former governor and Ed Crump, political leader of Memphis. Following this resignation, Mr. McCormack was associated for a while with the agency of Robinson & Nichols in Nashville and then returned to Memphis to become vice-president of Weir & Co.

Mr. McCormack was born in Nashville Dec. 24, 1896.

The appointment of Mr. McCormack as commissioner will be well received by insurance men of the state as when he served in that office before he gave eminent satisfaction. He attended the meetings of the National Association of Insurance Commissioners and made his influence felt in that body.

SEC Sends New Questionnaire to Mutual Companies

Seeks Information As to Policyholder Participation in Annual Meeting

NEW YORK—The mutual life companies have received a new questionnaire from the Securities & Exchange commission in its investigation of insurance companies as a phase of the federal monopoly probe. This is a brief interrogatory asking for certain facts surrounding the participation of policy holders in company elections. SEC asks for a statement of the number of policy holders in the company, amount of insurance represented and the number of policy holders that have attended the annual policy holders meetings in recent years.

The issuance of this questionnaire indicates that SEC will go into the subject of policy holders influence in the management of mutual companies. That such an inquiry would be made was suggested some months ago, but this is the first definite indication that SEC intends to go forward along that line.

Word reaches here that the SEC is pretty much at a loss how and where to proceed in the insurance phase of the investigation. SEC, according to that report, lacks a definite program and is moving in somewhat halting fashion.

SEC OFFICIALS NONCOMMITAL

WASHINGTON—Members of the Securities & Exchange Commission and the temporary national economic committee this week were non-committal as to the particular phases of insurance company practice which will be taken up for consideration when the administration's monopoly investigation reaches the insurance industry.

Other than to admit that all phases of insurance company policy were under scrutiny, officials refused to reveal the particular lines along which they are working but indicated the investigation would cover any situation which experts considered proper subjects for detailed study.

Largely Fishing Expedition

It was intimated, however, that any study of the life companies' lending policies would be largely for the purpose of seeing whether it led into anything worth while, and there is no suggestion that the companies may be charged with attempting to secure a monopoly on loans to policy holders, particularly in view of the administration's criticisms from time to time during the past six years of the apparent reluctance of banks to ease their credit restrictions.

Insurance policies are universally considered as Grade A collateral for loans. But if the monopoly committee gets into

(CONTINUED ON LAST PAGE)

Annuity Changes and Effect on Options

By J. H. RADER

Practically all of the changes made during 1938 and those effective on Jan. 1, were brought about by two conditions: lower mortality among annuitants and lower interest rates on safe long-term investments.

The greater longevity of annuitants requires that the company have a larger fund on hand when the income starts to take care of the longer period of pay-

ments that are to be expected under present conditions. The lower interest rates make it necessary to have a still larger fund because a greater proportion of the income must be provided out of the principal sum.

In regular policy settlement options this lower interest factor has been recognized by many companies in the calculation of incomes not involving life

contingencies. Both factors have entered into the establishment of income schedules for the life income option whether there is a guaranteed period certain or not. The accompanying table carries also the changes in policy loan interest occasioned by the new law in New York. It will be seen that a number of companies do not carry this change into the reinstatement feature.

	New Im. Annuity Rates	Interest rate payable Policy Loans	Re-in- state- ments %	Guar. interest rate payable on Non-Instal- draw- able for fixed period of Div. Amt. Accu.				Monthly 10 Years		Life Income Certain		Per \$1,000 20 Years		Proceeds 20 Years	
				With- draw- able proceeds %	Instal- able for fixed period %	Instal- able for fixed period %	Div. Amt. Accu.	Age 60	Age 65	Age 60	Age 65	Age 60	Age 65	Age 60	Age 65
Aetna	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Atlantic, Va.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Bankers Life, Ia.	1-1-39	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Bankers National	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	6.01	5.39	6.71	6.01	5.05	4.79	5.26	5.05
Beneficial	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Berkshire	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Calif.-Westn.	8-15-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Canada	7-1-38*	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Church Life	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Colonial	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Columbia, Ohio	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Columbian Natl.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Confederation	1-1-39	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Conn. General	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Conn. Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Contl. Amer.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Equitable, N. Y.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Equitable, Ia.	10-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Eureka-Md.	9-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Fidelity Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
General Amer.	6-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Great West	1-1-39*	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Guarantee Mut.	11-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Guardian	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Home, N. Y.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Illinois Bankers	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Imperial, Can.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
John Hancock	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Life Ins. Co., Va.	11-15-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Lincoln National	9-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Mass. Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Mass. Protective	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Metropolitan	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Mutual Benefit	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Mutual, Can.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Mutual Life, N. Y.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Mutual Trust	1-1-39	4.8	5	2 1/2	2 1/2	2 1/2	2 1/2	5.79	5.22	6.46	5.79	4.80	4.56	5.01	4.80
Natl. L. & A.	11-15-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
National, Vt.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
National Reserve	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
New England	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
New York	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
North Amer., Can.	8-1-38*	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Northwestern, Mut.	7-15-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Ohio National	11-15-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Pacific Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Pacific National	5-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Pan-American	1-1-39	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Paul Revere	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Penn Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Philadelphia	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Phoenix Mut.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Provident, N. D.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Provident Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Prudential	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Reliance	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Secur. Mut., N. Y.	8-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.79	5.22	6.46	5.79	4.80	4.56	5.01	4.80
Southwestern	1-1-39	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
State Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Sun Life, Can.	7-15-38*	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Sun Life, Md.	8-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Travelers	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Union Central	9-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Union Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Victory Mutual	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
West Coast	6-14-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Western L. Mont.	6-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Western & South	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00
Wisconsin Natl.	7-1-38	5	5	2 1/2	2 1/2	2 1/2	2 1/2	5.88	5.28	6.57	5.88	5.00	4.73	5.23	5.00

*Discontinued writing annuities 1-1-39.

*Applies to United States contracts only.

†Policy does not provide for right of withdrawal except at death of payee or for charter fixed period as specified by agreement.

U. S. only

Foosner Asks Attorneys, Life Men to Cooperate

NEWARK—The insurance section of the New Jersey State Bar Association at a dinner meeting here heard S. J. Foosner, chairman life and health insurance committee, and counsel for New Jersey State Life Underwriters Association, on "Lawyers and Life Insurance." In stressing reasons why lawyers should be concerned about life insurance, he mentioned:

First, because the business of life insurance is a tremendous institution, and the very clients who comprise the holders of life insurance, are the same indi-

viduals who constitute the clientele of the attorney.

Second, lawyers are frequently consulted by their clients regarding problems which bear either directly or indirectly on life insurance problems. The lawyer should be equipped with a working knowledge of life insurance when such occasion arises.

Third, it is the duty of the lawyer to guide his client against those who would misguide him.

Mr. Foosner urged exertion of influence in curbing the great amount of misinformation to which the public is subjected pertaining to renewable term insurance. He cited comparative costs and accompanying illustrations to sub-

stantiate the statement that in many instances renewable term is undesirable and the most expensive kind of life insurance a person can buy.

It is obligatory on the lawyer to guard interests of his client against individuals who, lacking a legal training, volunteer tax information of a technical nature concerning which they are but partially informed, or offer their prospects instruments to be used in complicated insurance trusts, after having revamped them from prepared forms.

Mr. Foosner emphasized the importance of greater mutual understanding and cooperation between lawyers and life underwriters as being of mutual advantage.

President Cleary's Respects Are Paid to Termite Pests

President M. J. Cleary of the North-western Mutual Life, in his address before the Hobart & Oates Chicago agency, paid his respects to termites or those disturbers that are constantly telling policyholders they should readjust their

Companies to Meet Jan. 24 to Discuss Public Relations

About 60 Will Be Represented at Session of Wilde Committee

HARTFORD—Representatives of the approximately 60 companies which have indicated a wish to join in a cooperative enterprise for life insurance education and research will meet at 10 a. m., Jan. 24, at the Waldorf-Astoria in New York City, F. B. Wilde, president Connecticut General Life and chairman of the organizing committee has announced.

At next week's meeting the companies will get together on some form of organization and then work out what policy is to be pursued. Except for the common purpose of cooperating in life insurance education and research, everything is in a highly tentative and unformed stage. With 60 companies participating there is bound to be a considerable range of opinion as to what should be done and until a definite course is agreed upon it is anybody's guess what this course will be.

Probably Not "Defensive"

One thing, however, seems fairly clear and that is that there will be no high-powered "defensive" advertising campaign. When the interest in a cooperative public relations program first made itself evident, there were urgent demands, from field men particularly, that an answer should be made to criticize who were attacking the life insurance business—the fee counsellors, the writers of defamatory books and magazine articles, the wilder savings bank life insurance enthusiasts and the term insurance advocates, whether well-meaning ignoramuses or cold-blooded twisters.

While there are still a few who would like to see the life insurance business answer its critics in blasts that would mow them down like the walls of Jericho, it is generally recognized that anything in the nature of rebuttal not only dignifies the critics far more than they deserve, giving the impression that their thrusts have hit home, but serve to bring the altercation to the vast majority of policyholders who never heard of any attacks being made on life insurance. Consequently, not only because of the innate conservatism of life companies but for sound reasons of strategy, whatever cooperative enterprise is launched is virtually certain to be on a conservative and constructive basis rather than a militant denial of whatever criticisms have been made of various phases of the business.

Committee Personnel

In addition to Mr. Wilde, the organizing committee appointed last December include A. F. Hall, president Lincoln National Life, vice-chairman; W. Howard Cox, president Union Central Life; W. W. Head, president General American Life; R. D. Murphy, vice-president and actuary Equitable Society; Julian Price, president Jefferson Standard Life; C. G. Taylor, Jr., second vice-president Metropolitan Life.

Tennessee Sues for Taxes

NASHVILLE, TENN.—Companies that have ceased to write business in Tennessee are being sued by State Attorney Beller on behalf of Commissioner Britton to collect taxes on policies remaining in force. The companies are: American Bankers' Life, Home Life of New York, Philadelphia Life, and George Washington Life.

John A. Lloyd Made Superintendent

Has Been Executive Secretary Ohio Association of Insurance Agents

COLUMBUS, O.—Governor Bricker of Ohio has appointed John A. Lloyd of Portsmouth, former state senator, as superintendent of insurance, and J. Roth Crabbe of London as deputy superintendent. Mr. Lloyd served for several years



JOHN A. LLOYD

as managing editor of the old Portsmouth "Sun" and was a member of the Ohio senate for three terms, retiring in 1936. He has been secretary of the

(CONTINUED ON LAST PAGE)

Sees No Need for Alarm in Companies' Railroad Securities

President M. J. Cleary of the Northwestern Mutual Life, in his talk before the Hobart & Oates agency in Chicago, referred to a jittery feeling here and there among policyholders as to railroad bonds and the effect of railroad securities of life companies. He emphasized the fact that there is no need for anyone to worry about the railroad situation, even if the roads are confronted with many problems.

In analyzing his own company he said that it has \$108,000,000 in railroad securities. Of this amount \$70,000,000 continues to stay in the highest brackets. The others are graded according to classification. Some are excellent, some are fair, some not so good.

He acknowledged that a continued depression would bring about a financial problem. The \$38,000,000 bonds, however, are in good shape. They constitute 3 percent of the assets. If all these \$38,000,000 bonds were thrown out the window the company would not collapse, he declared. He said that as far as he could ascertain the same situation existed in other companies that own railroad bonds. He does not think that a policyholder need to have the slightest fear of the safety of life insurance in this connection. Every company is watching and studying its own portfolio so far as bonds of this nature are concerned.

Bray Has \$1,000,000 Month

The Francis G. Bray agency in Texas for New England Mutual in December wrote \$1,080,237. Mr. Bray went to Houston just last April for his company and he has built a substantial plant in short order.

Hartford Companies Joined Big Parade During Last Month

Some Interesting Facts About the Great December Influx of Business

HARTFORD, CONN.—Hartford life companies received a substantial share of the December landslide of applications, reporting increases as high as 200 percent over December, 1937, with a surprisingly high quality and in most cases policies of normal size. Although the rate increases for Phoenix Mutual and Connecticut General do not go into effect until February these companies benefited from the nationwide buying resulting from perhaps the greatest publicized policy jump in insurance history.

Comment from the Travelers

L. M. Robotham, secretary of the Travelers life department, enthusing over the quality and size of the policies and the unprecedented increase in business despite the fact that the company had no specific drive on and did not emphasize the rate increases as much as some other companies, stated that, "This showing certainly proves one very annoying thing—that the business is there to be had, if the agents will only go out and get it. Here they were given a real excuse to go out and see people, and, seeing people, they wrote business. If they continue to see people and maintain the very contagious enthusiasm of the past month, they will continue to write much high quality business." He pointed to the fact that only a relatively small part of the business written during feverish December would have been affected by the increase.

Another point made by Mr. Robotham was that the agents are becoming more and more "beneficiary-conscious." Rather than trying to sell a man income retirement for himself, they are concentrating on protection for his family, even should he never reach retirement age. With this trend, of course, comes a decreasing emphasis on lump sum settlements.

How Aetna Life Fared

R. W. McCreary, Aetna Life agency secretary, remarked on the tendency toward fewer large policies, having noticed that often a man will apply for three \$2,000 policies, for instance, rather than for one for \$6,000. Thus he will have the opportunity 60 days later of deciding whether he shall take just \$4,000, or the whole \$6,000.

Both Mr. McCreary and Mr. Robotham are optimistic for 1939, and feel that their agents will continue to benefit from the recent enthusiasm for some while yet. The same prediction was expressed by W. L. Camp, editor of publications at the Connecticut Mutual, and of course both Connecticut General and Phoenix Mutual should enjoy a large volume for some time yet, especially before their rates changes go into effect.

Showed Handsome Increase

With an increase of 200 percent in applications over the same month a year ago, the Travelers nonetheless did not find that this abnormal influx was limited to the last few days. Although a volume of more than 1,000 applications came in on Jan. 3, as compared with a normal daily receipt of about 600, equally large volumes were received several times during the month.

Connecticut Mutual showed an increase in paid for business of 84.2 percent

(CONTINUED ON PAGE 13)

AN ADEQUATE ANSWER

Life insurance had a year of progress in 1938, bringing us into 1939 with good reasons for expecting much of the next twelve months. New business was more than \$11,000,000,000. And still stands that stupendous total of \$110,000,000,000, on the lives of 64 millions, and protecting many millions more.

There was good progress in the still further improvement of the already splendid quality of salesmanship ability. Even as other businesses scanned their distribution problems and then bettered their methods in their service of the public, so did life insurance in 1938.

True to its fundamental principle of Safety First, some premium rates, and the income provisions of new policies, were coordinated with the lowered income yield of asset investments; but without material disadvantage to policyholders and their beneficiaries.

That the companies were making their way safely through this difficult investment period is evident from the healthy condition of their investment portfolios.

The sound directing in 1938 of these four areas of activity supplies life underwriters with an adequate answer to questions, most usually asked of them, concerning the condition of life insurance in general.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON, President

Independence Square

PHILADELPHIA

	Total Assets \$	Change in Assets \$	Surplus to Policyholders \$	New Bus. 1938	Ins. in Force Dec. 31, 1938	Change in Ins. In Force	Prem. Income 1938	Total Income 1938	Benefits Paid 1938	Total Disburs. 1938
Amicable Life	12,608,924	+970,398	1,489,274	10,596,613	81,251,687	+147,374	1,941,595	2,785,193	858,744	1,821,777
Citizens Life	233,695	+5,209	51,809	1,385,700	1,731,678	+238,465	74,649	90,523	33,736	90,891
Columbus Mutual Life..	31,899,350	+2,110,829	2,375,623	10,410,054	133,764,491	+1,043,973	4,281,969	6,574,039	2,135,031	4,479,468
Fidelity Union Life.....	3,335,450	+421,354	510,000	5,223,183	25,321,408	+1,478,481	678,612	907,592	210,736	515,814
Franklin Life	27,503,496	+1,875,780	1,285,364	17,456,387	175,108,383	+81,191	4,660,149	7,653,991	2,814,066	4,844,347
General Mutual Life.....	688,484	+62,800	215,155	845,661	4,349,152	+149,721	121,229	170,732	26,455	109,839
Great Amer. Life, Tex... Great Eastern Life.....	3,045,357 1,145,439	+642,229 +296,561	1,150,000 296,561	11,408,456 2,388,819	32,500,185 13,392,774	+1,494,655 +1,494,655	1,818,507 352,253	2,429,991 28,277	242,919 26,253	777,272 26,253
Home State Life, Okla... Home Life, N. Y.....	1,531,863 101,202,739	+241,615 +6,019,391	364,250 4,063,992	1,505,104 36,965,544	28,680,965 390,102,770	+1,606,322 +10,691,671	641,571 11,722,127	747,798 18,637,088	86,672 8,730,272	516,452 13,496,173
Midwest Life, Neb.....	5,014,089	+50,777	525,000 ^a	4,287,441	22,511,376	+882,645	475,481	702,747	335,982	670,329
Minnesota Mutual Life..	44,472,699	+3,545,510	2,850,262	38,034,049	225,534,831	+12,847,179	6,657,219	9,391,041	3,579,725	5,904,763
Midland Life	6,770,085	+544,626	247,393	4,057,018	35,861,344	+24,972	848,372	1,352,555	478,314	855,197
National Fidelity Life..	5,921,526	+206,311	375,244	3,000,702	28,239,288	+1,012,922	671,453	1,047,655	447,322	848,736
Nat'l Guardian Life.....	1,415,419	+10,447	50,000	1,365,419	5,508,147	+7,700	1,145,398	1,415,398	1,415,398	1,415,398
Ohio National Life.....	46,038,004	+3,287,906	2,675,178	25,512,161	186,262,245	+3,993,301	5,707,623	8,811,929	3,506,429	6,273,568
Seaboard Life, Tex.....	2,708,930	+343,032	330,697	4,867,944	28,487,960	+1,596,356	55,679	687,609	128,418	358,095
Union Nat'l Life, Neb... Rockford Life	576,738 3,160,236	+124,211 +143,854	150,589 299,799	2,949,776 2,020,436	8,721,784 14,526,589	+1,377,160 +198,900	258,363 337,511	288,056 561,307	28,582 225,565	172,864 407,843
Wisconsin Life	5,696,784	+143,180	284,925	1,828,323	24,614,639	+417,925	705,465	1,114,146	385,883	706,341
Brotherhood of Locomo- tive Firemen & Engi- neers	23,055,306	+375,652	—	632,500	96,524,500	—3,771,500	1,397,659	2,465,453	1,771,139	2,089,800

^aIncludes \$150,000 Contingency Reserve. ^bCapital not included. ^cAlso Contingency Reserve \$50,000; Reserve for fluctuation in mortality \$25,000, and depreciation account \$52,992.

the so-called service bureaus that offer advice to policyholders for a fee. These concerns or people, he declared, are irritants but at the same time agents should accept the challenge and defend the cause. The obligation of trusteeship, he said, extends throughout the entire life insurance service.

In referring to the Northwestern Mutual's annual statement, he said that the figures have not been compiled but the mortality was reasonable, the expenses have been within control. He believes that the interest yield will be on the same basis as a year ago. The surplus continues about the same. He called attention to the fact that the interest contribution to surplus is beyond the control of the officials. He referred to the fact that even as short time ago as 1931 the excess interest was the biggest item in surplus contribution. It amounted then to \$18,250,000. In 1936 it was \$8,600,000 and in 1937, \$11,000,000. The cause of the 1936 showing was a mistake made in the commissioners' basis of calculation which was corrected in the 1937 statement. He said that an average for 1936-37 should be \$9,500,000. The reduction in dividends, he said, is due entirely to the shrinkage in the in-

terest income. Formerly the companies were able to earn 5 percent net but now the average yield is below 4 percent. Therefore, with the 1 percent shrinkage it amounts to \$12,000,000.

The Northwestern Mutual, he said, has \$700,000,000 in bonds in its portfolio. The market value, he said, is \$1,000,000 more than the assets value.

Life insurance, he said, has been subject to so many different strains and has emerged with credit to itself that the record has increased the public confidence in it. It has met its obligations in full. It has shown every disposition to serve and he added that the people need its service.

Pacific Mutual's Men Who Lead the Host

LOS ANGELES — National championship in volume of paid for business in 1938 for Pacific Mutual Life has been won by Roy A. Schroder of the Paschall-Gist agency, Los Angeles. As a result of his production leadership Mr. Schroder will be president of the Big Tree Club.

Other officers whose rank is based on their volume of production, are: R. E. Denman, Jos. M. Gantz agency, Cincinnati; O. H. Whitten, Jos. E. Garland

agency, Farmville, Va.; A. L. Geller, Jul B. Baumann agency, Houston; Stanley Park, Frank Pitts agency, Tuscaloosa, Ala.

Mr. Schroder's entire insurance career has been with Pacific Mutual. Originally entering the business in the middle west, he later moved to Los Angeles. He follows the Pacific Mutual sales manual methods, and has evolved a simple time-accounting system to insure efficient, daily budgeting. He is active in the Kiwanis Club of San Gabriel, Cal., where he makes his home.

Read *The Industrial Salesman*, \$1.25 a year. 420 E. Fourth Street, Cincinnati.

NEWS OF WEEK

Trends in regard to policy, option, dividend, annuity changes shown in study prepared by American Life Convention. **Page 1**

SEC sends questionnaire to mutual life companies seeking to elicit information about policyholder participation in annual meetings. **Page 1**

New setup for national council of National Association of Life Underwriters to be effective at Louisville midyear meeting is approved. **Page 1**

James M. McCormack of Memphis is appointed insurance commissioner of Tennessee, having served in this position before. **Page 1**

John A. Lloyd, executive secretary Ohio Association of Insurance Agents, has been appointed Ohio insurance superintendent. **Page 3**

Great tribute is paid to President Arthur F. Hall, Lincoln National Life, by Ft. Wayne civic, business leaders. **Page 9**

Companies to meet Jan. 24 on public relations question. **Page 3**

Business forecasts show where to seek liveliest prospects. **Page 6**

Savings bank life insurance will help industrial says Superintendent Pink of New York on radio. **Page 6**

H. B. Skillings of New York City Life Underwriters Association, noted as reconciler of divergent views. **Page 12**

Pacific National Life Agents hold convention at Salt Lake City. **Page 10**

Brooklyn Life Supervisors Association hears talk on better brokerage solicitation. **Page 10**

With \$10,000 limitation on benefits to any single landholder becoming effective in 1939, life companies have lost interest in promoting compliance among tenants in the AAA soil conservation program. **Page 4**

Massachusetts Mutual General Agents Association announces its program for the annual meetings at Palm Beach, Fla. **Page 20**

New York Life high officials address agency directors' annual gathering held in Florida. **Page 8**

President M. J. Cleary of the Northwestern Mutual Life sounds a hope of optimism in his talk at Chicago at the Hobart & Oates gathering. **Page 4**

Frank N. Julian has been reappointed insurance commissioner of Alabama. **Page 2**

Hartford life companies participated in the great December campaign for life insurance. **Page 3**

Status of Fidelity Investment contracts in Illinois. **Page 8**

President Cleary of the Northwestern Mutual Life comments freely on railroad securities held by life companies. **Page 3**

Hand this NEW Slide rule to your prospect...AND SAY...

EARNINGS		MONTHLY BUDGET GUIDE		ESTATE INCOME	
150	200			50	75 100
50	58	SHELTER: Rent, taxes, heat, light, interest on mort., fire insurance.	15	23	34
42	48	FOOD: Includes entertainment and meals out.	8	12	16
26	30	CLOTHING: Includes cleaning and laundry.	23	25	34
10	20	ADVANCEMENT: Education, books, magazines, gifts, telephone.	1	5	18
8	15	PERSONAL: Medical care, automobile, amusements, clubs.	3	6	7
14	29	LIFE INSURANCE and other savings.	0	1	1

... Mr. PROSPECT, here is something that will interest you.

Set the slide with the black figures at your present monthly income and compare the way your money is being spent with budget figures worked out by such authorities as Babson and Good Housekeeping. See if your expenditures are in line with the average in your income

group. Perhaps there is a leak somewhere.

Then, set the slide with the red figures at the monthly income which your present estate would provide at interest and you will see what Mrs. Jones and the kiddies will have to live on when you are out of the picture.

... this NEW Simple Approach Works!

- Progressive Underwriters are using the new Hiller Monthly Budget Slide Rule as an "Approach." Easy, friendly atmosphere. Gives the prospect something to do. Clears his mind of other thoughts and holds his attention.
- Automatically answers several difficult-to-counter objections such as "I have enough insurance," "I have too much insurance now" and "How much life insurance should I own?"
- Enables the Underwriter to learn, without asking, how much the prospect is earning and the amount of life insurance and other property he owns.

- Sells life insurance on an income basis rather than lump sum, resulting in the sale of larger sized policies.
- This practical Rule developed by a successful Underwriter has been tested for two years. It works and will work for you. Simple and easy to operate. Full instructions with each purchase. One \$1,000 sale will pay for a dozen Rules and you only need one. Order a Rule for each man in the Agency. *Satisfaction guaranteed.* Use the Rule thirty days and if it does not make money for you send it back and we will send you our Company check for the amount paid, plus postage. Could anything be fairer? You can't lose. Use the coupon.

MAIL THIS COUPON NOW . . . PAY LATER

The Diamond Life Bulletins
420 East Fourth Street, Cincinnati, Ohio

Send me.....NEW Hiller Slide Rules and bill me @..... each. I will remit in thirty days if the Rules make money for me otherwise I will return them.

NAME

COMPANY

STREET ADDRESS

CITY AND STATE.....

PRICES

Hiller Budget Slide Rule....\$1.00

Lots of 5, each90

Lots of 10, each85

Lots of 25, each80

Forecasts Show Where to Seek Livest Prospects

NEW YORK—Where to get business with the minimum of waste time and effort is a more acute problem than at any time during the history of life insurance selling because so many agents, faced with impending changes in policy contracts, have either sold or eliminated from the running practically everyone in their prospect files. Every agent and general agent, of course, saw the situation coming and some agents were wise enough not to compare the new contracts too unfavorably with the old where there appeared to be little chance of putting the sale through before the deadline. But in general there is an unprecedented dearth of live prospect cards.

Fortunately general business conditions are good and in many lines should continue to improve during 1939. However, no matter how much business improves in the aggregate, all lines do not progress evenly and some may even recede. Experience has abundantly proved that it is far easier to sell life insurance to people engaged in businesses which are going ahead. To the agent who is faced with building up a depleted prospect file the importance of seeking potential buyers in fields which are prospering the most is obvious.

Forecaster's Opinions

Below is given a summary of the outlook for various lines of business as seen by some of the most authoritative and reliable forecasters.

The monthly letter of the National City Bank of New York is optimistic about the general picture. It points out that the year-end brought some indications that the business upswing is leveling off but few signs that any considerable decline in activity is to be expected. Slackening in industrial operations toward the year-end was mostly seasonal, with steel the only major industry in which the decline has been appreciably greater than usual.

The National City Bank observes that most analyses of the situation have emphasized that the rise has been uninterrupted for a period of six months and that it has proceeded more rapidly than any other forward movement on record over a like time, which is sufficient reason for expecting it to slow down. On the other hand it points out that few of the signs which ordinarily precede a major contraction of business activity are evident.

Conference Board Figures

While income payments were off for the year 1938, as compared with 1937, it is interesting from a life insurance standpoint to observe that consumers spent in 1938 just about as much as they did in the previous year, according to the National Industrial Conference Board's business survey. Consumers' income in 1938 was as large as in 1936 and in the latter part of 1938 closely approached the average for 1937, the survey points out, basing its deductions on data from the Department of Commerce.

Comparative stability of consumer incomes explains why the demand for goods and services of daily use has been relatively steady in 1938, the survey observes, adding that "consumers appear to have paid nearly as much rent, smoked as many cigarettes, used more electricity in the home, had more telephones installed, and driven motor cars about as much" in 1938 as in 1937.

Standard Statistics' Views

The Standard Statistics Company's forecast takes up various lines of business in detail. Its findings are summarized here with its permission. Industries which it believes will be in the

best position as to 1939 production prospects are divided into two groups. Those which had a satisfactory 1938 volume and in which a modest percentage gain would insure a favorable 1939 volume are aircraft, containers, foods, medicines and drugs, oil producing and refining, shoes, tobacco, and utilities (electric power and telephone). Aircraft, rayon, electric power, and consumption of petroleum products are expected to reach new volume levels this year.

Industries which showed sharper declines in 1938, but which should show the best percentage increases this year are automobiles, and parts, auto tires, building equipment and supplies, chemicals, soft coal, electrical equipment, floor coverings, industrial machinery, non-ferrous metals, office equipment, refractories, steel and iron, rayon and woolen textiles.

Building Outlook Good

Because of attractive FHA mortgage terms and federal building projects, the building industry and everything connected with it should be better this year than last, which was slightly ahead of the relatively favorable 1937 volume.

Automobile sales have been surprisingly good. The railroad equipment industry, bad in 1938, should show definite improvement this year. Machinery and electrical equipment lines should improve through orders from the utility industry for generating and distributing equipment, also because of heavier building of naval and merchant vessels. In consequence of these and other factors, the Standard Statistics believes that the tonnage output of steel this year will be about 40 percent ahead of 1938. Combining all indications, the forecast tentatively estimates that industrial production in 1939 will range from 15 percent to 20 percent above last year's levels. However, it warns that there may be a temporary sag, as for example, the automobile industry's slowing down when the sales of cars to consumers experience the usual winter drop.

Reflected in Payrolls

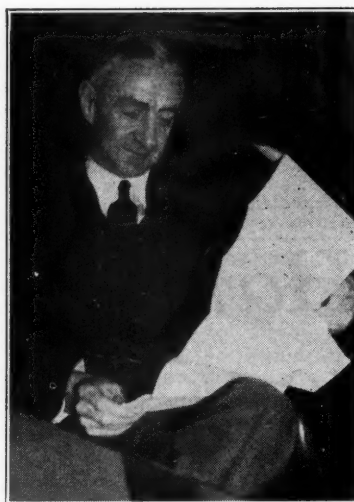
Particularly significant from the life agent's point of view is the statement that "the accompanying expansion in employment and payrolls will bolster consumer buying power which will be reflected in retail sales and in the rate of operations in the consumers' goods lines."

Agents dealing with farmers or working in communities dependent on agricultural prosperity will be interested in Standard Statistics' prediction that agriculture will share, at least to an extent, in the general expected economic recovery, pointing out that as employment increases and wage payments to workers rise, consumers will be in a position to spend more for food. Specifically, the forecast predicts that there will be little rise in income from grains and cotton; a moderate rise in the income from most other farm products; government benefit payments will be larger, since farmers will receive the \$212,000,000 "parity payments" in addition to the regular benefit payments which Congress voted last year; the net result being a modest increase in farm income, perhaps not much more than 5 percent. However, the forecast points out that any estimate on agriculture must be tentative, not only because of the difficulty of forecasting production but also because of possible changes in the federal farm program and possibly higher farm subsidies.

Following are summaries of Standard Statistics' forecast for various important subdivisions of industry:

Automobiles and trucks: Outlook is for a 32 percent increase over the 1938

Gets No. 2,000,001



H. G. KENAGY

NEWARK—The first policy of its new edition of contracts was issued by the Mutual Benefit Life, numbered 2,000,001 to H. G. Kenagy, superintendent of agencies.

This is in document form. It is the first of the new income endowment to be issued. The policy has been earmarked in the Kenagy family life insurance program to provide annual Christmas presents for the family.

Field men and the agency department enthusiastically received the new form policies.

Chinese Life Agent Gains Distinction in His Activities

SAN FRANCISCO—One of the consistent top producers for the Occidental Life of California is Albert K. C. Chow, special representative of the Wraith & Wing Chinese Agency at San Francisco. It represents the Occidental for Chinese business throughout the territory in which the company operates.

Mr. Chow was born in Canton, China, where his father was a high school principal. He came to the United States as a student in 1924 and after finishing his college work in 1927 he began his career which today finds him one of the ablest life insurance salesmen among his people in this country. He is active in Chinese organizations and was made secretary of the Chinese General Peace Association in the United States and chairman of the Chinese Consolidated Benevolent Association—both posts usually reserved for older and more experienced heads sent on from China. Mr. Chow also organized and became president of the Chinese Insurance Agents' Association of the United States. In 1938 he qualified for the Vancouver convention of the Occidental Life, leading his agency during the club year. One of Mr. Chow's accomplishments during the insurance year is that of having placed on his books over 1,000 policyholders.

Success of E. F. White Agency

In five and a half years, starting from scratch, the E. F. White agency of the Connecticut Mutual in Dallas-Fort Worth, paid for more than \$22,500,000. In four of the five years the agency has led all the agencies of the company in net gain in insurance in force. In two out of the last three years it has won the president's trophy for the best record in organization development, and in the third year it was runner up. In the last two years it has led all agencies, both in cases and volume of business done through direct mail.

Bank Insurance Aid to Industrial, Says Pink on Radio

Explains Purpose and Program to Be Followed Under New Program

NEW YORK—Competition between the recently established savings bank life insurance system and industrial insurance "will undoubtedly be helpful to the public and even to the industrial companies themselves as it will encourage every possible improvement," Superintendent Pink of the New York department said in a radio address here.

At the same time he pointed out that the primary reason for welcoming the new form of insurance is not competition but the fact that it "extends and enriches the service which is given to our citizens," and predicted that savings bank life insurance will stimulate public interest in insurance and will increase the total written. He said that despite all the insurance that is written it is deplorable that so large a proportion of the people die leaving no visible estate and no insurance.

"Soundest Social Security"

"Insurance is the soundest form of social security and we owe it to ourselves and our families to secure adequate protection against the uncertainties of life," he declared.

Mr. Pink said that in the first week of actual operation savings bank life insurance had issued approximately \$500,000 of insurance to some 500 individuals.

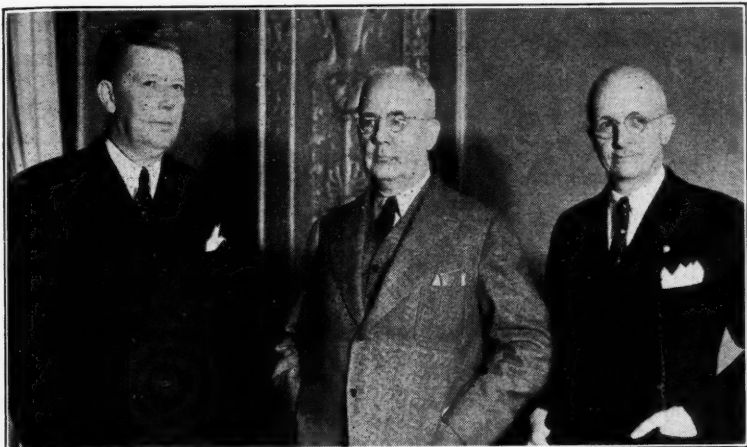
"It is entirely too early to measure success, but the active interest and desire to participate which has been shown indicates a public need," he said. "There is every reason to believe that progress will be made much more rapidly than was the case in Massachusetts. The sympathetic support given the measure by Governor Lehman has been a very real factor in arousing interest and public confidence in the plan."

Avoiding Known Errors.

Outlining some of the criticisms that have been made of savings bank life insurance in Massachusetts—a state subsidy in competition with regular companies, favored status in taxation, and lack of an aggregate limit to confine the sale to those for whom it is intended—Mr. Pink said that "we are trying to meet these objections in the application of the New York statute." He said that there is no tax favoritism and that the insurance department does not intend to make the state a salesman for savings bank life insurance in opposition to other life companies. At the same time he pointed out that it is the department's duty and intention to inform the public about savings bank life insurance and that it intends to see that the experiment is given a fair opportunity to prove its worth.

Mr. Pink made it clear that the banking assets cannot be called upon to meet a bank's insurance liabilities, nor can insurance reserves and assets be called upon to pay the depositors of a bank. Neither does the state in any sense guarantee or stand back of the insurance policies issued by the banks, he said. He also called attention to the effort to encourage the sale of savings bank life insurance to lower economic groups rather than to those who can afford ordinary insurance and that to this end the law has fixed not only a limit of

AT E. A. WOODS CO. CONFERENCE



At the meeting of the agents' association of the Edward A. Woods Company, Pittsburgh, general agent Equitable Society, there were two vice-presidents from the home office present, V. L. Bushnell (above left) and A. G. Borden (right), W. M. Duff (center), president of the agency, naturally was

an important factor in the conference. E. W. Travis is president of the agents' association.

Burke Herman, O. Kerr Price and C. L. Dumas have been elected directors of the Edward A. Woods Company. It is looking forward to increased business in 1938.

\$1,000 for a policy in any single bank but a maximum of \$3,000 in all banks.

S. N. Schwartz, first vice president General Brokers Association, New York City, made a radio address last week in which he said that savings bank life insurance is not a cure for some of the things that have been criticized about industrial life insurance. He said that he considered combining of banking and life insurance a frightful mistake which may prove ruinous to those people who can least afford to experiment with new theories.

Columbia Life Convention

CINCINNATI—The Columbia Life will hold its annual convention here Jan. 26-28 with 79 qualifying for attendance. Agents will take a leading part in the program, discussing such aspects of the sale as obtaining leads, prospecting, making a presentation, servicing a large clientele, building prestige, and selling the various types of prospects. Frank B. Cross, Jr., president, and W. H. West, vice-president and superintendent of agencies, will alternate as chairmen at the morning and afternoon sessions, Mr. Cross opening the convention. Henry Boeckman, Cincinnati, is president of the company's \$100,000 club for the year. Entertainment features scheduled include a banquet and dinner dance.

Benjamin Franklin in Santa Barbara

The head office of Benjamin Franklin Life has been moved from San Francisco to its own six-story building in Santa Barbara.

Ohio Department's Valuable Booklet

The Ohio department has compiled a booklet called "What About Life Insurance?" which has been published by it in the hope that it will answer many inquiries that it receives and which have disturbed a great many owners and prospective purchasers of life insurance in the state. It was written under the supervision of R. L. Bowen, superintendent of insurance, who has just retired from office. Mr. Bowen was formerly an agent of the Northwestern Mutual Life at Cleveland and is well acquainted with life insurance practice and theory.

Davis Talks on Work of Illinois Department

The status of insurance in Illinois and the methods used by legislative and administrative authorities to protect interest of policyholders was discussed over radio station WJJD by Assistant Insurance Director Davis.

The magnitude of the insurance business, said Mr. Davis, may better be realized by the fact that Illinois citizens last year paid over \$454,000,000 in premiums. Of this huge sum approximately 70 percent were life and fraternal premiums, 17 percent casualty, fidelity and surety and 13 percent fire and marine.

To sell and service this volume the department issued over 90,000 individual agents', brokers', and solicitors' licenses. There are 1,165 insurance companies and associations licensed in Illinois. Over one-half of them are domiciled in other states.

On deposit in the vaults of the insurance department at Springfield is more than \$12,000,000 in securities from 208 of the insurance companies chartered by the state, said Mr. Davis. These are statutory deposits required under the insurance code.

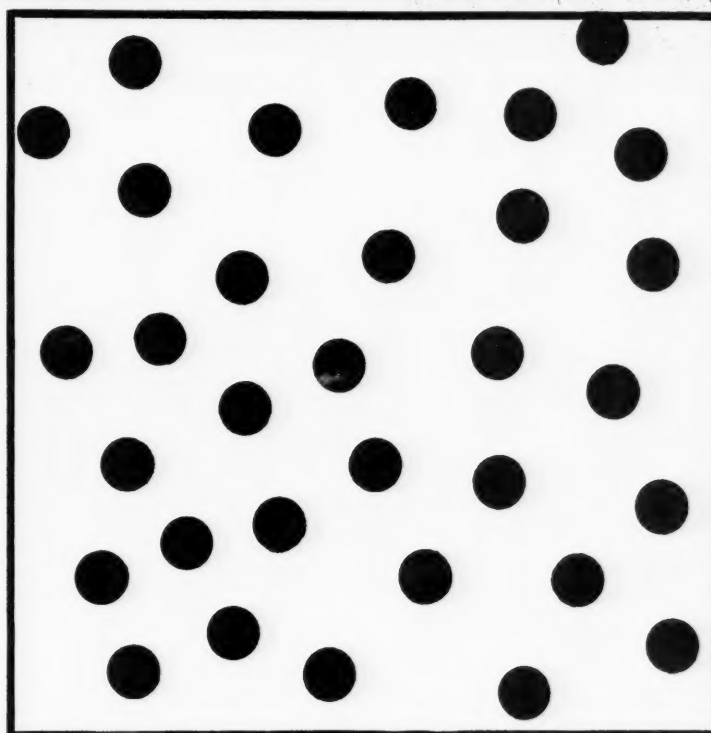
It is the duty of the insurance department in cooperation with other supervisory and law enforcement bodies to safeguard the public in addition to supervising the activities of companies and agencies selling insurance. The insurance business has learned from experience that the interests of the policyholder and the company, in the last analysis, are one and the same.

Of more than 1,100 written complaints received against the companies and agents last year, more than 77 percent were adjusted satisfactorily and without the necessity of the complainant's seeking redress from the courts.

Tribute was paid by Mr. Davis to Director Palmer for the progress which has been made since he received his appointment in 1933, declaring that one of the major achievements during the past few years has been the passage of the insurance code in 1937.

Chamber of Commerce Meeting

LOS ANGELES—The Life Insurance Managers Association will hold a meeting Jan. 23, to be known as a chamber of commerce meeting, with F. L. S. Harman, formerly acting secretary of the Los Angeles chamber of commerce, as the speaker. He will talk on "What You Get for Your Money."



EACH DOT REPRESENTS A MILLION MESSAGES

During 1939, more than 32,000,000 separate printed Lincoln National Life messages are scheduled to be sent to people of the country who constitute one of the leading markets for Life Insurance.

National magazine advertising in such publications as Time, Saturday Evening Post, National Geographic, Parents' Magazine, and Nation's Business smooth the sales way for LNL men in good prospect groups.



THE LINCOLN NATIONAL LIFE
INSURANCE COMPANY

FORT WAYNE, IND.

ITS NAME INDICATES ITS CHARACTER

Smrha Makes Real Estate Quiz

Probes Management Policy Pursued by Insurers Prompted by E. C. Folsom

LINCOLN, NEB.—Insurance Director Smrha is mailing to all insurance companies a request for information with respect to their real estate holdings. The suggestion came to him from Ernest C. Folsom, president Pioneer Life, who contends that farm properties are not being properly maintained by institutional landlords.

Mr. Smrha wants to know what is being done toward the disposal of these properties, and what program, practices or policies are being followed; whether the companies, in order to secure a satisfactory return, are handling the properties direct or through tenants or by management companies; what steps are being taken to conserve the value of the security, in the way of maintenance, improvements, conservation of soil and eradication of harmful weeds; what is being done as to mortgages that are delinquent in interest or principal or both; and whether the companies are making real estate mortgages at present and on what terms. The inquiry covers both rural and urban properties.

Attached is a questionnaire calling for the number of farm units owned and their acreage; number of urban properties; what comment the companies have to make as to future liquidation as to loss or gain, and asks for names of representatives in charge of properties and also of loans.

Farmers & Bankers Featured

The Wichita, Kan., "Beacon" Sunday published an eight page supplement featuring the opening of the Farmers & Bankers Life's new building. It held open house this week, starting Wednesday and will run through Friday from 7 to 11 o'clock each evening. There are a number of features pertaining to the company, some giving its history, a description of the building and so on. The Wichita chamber of commerce took a full page advertisement extending congratulations.

Joins Dallas Agency

Rufus Caldwell, who has been in the insurance business for 10 years in Dallas, has joined A. C. Prendergast & Co. of that city, general agents for the Connecticut General Life. He will serve as agency manager.

Status of Fidelity Investment Company Contracts in Illinois

Some Illinois holders of Fidelity Investment Association of Wheeling, W. Va., instalment bonds are in doubt as to the extent of the deposit made in that state. The jurisdiction of a company like this comes under the secretary of state, the immediate supervision being invested in the securities department of that office. The Illinois deposit covers only the cash value of certificates issued to Illinois citizens. Secretary of State Hughes, in answer to inquiries regarding the association sends out the following letter:

Secretary Hughes Statement

"Contracts of this company have been qualified as 'Investment Contracts' under Section 6a of the Illinois securities law since Aug. 17, 1931. Before that date contracts had been qualified as Class 'C' securities.

"Section 6a provides in part as follows: 'Provided the issuer shall deposit and maintain with the secretary of state, of this state, for the benefit of the holders of such investment contracts, a deposit of securities in which life companies of this state are permitted to invest their funds under an act to revise the law regulating investment of funds and real estate holdings of life and casualty companies, approved July 7, 1933, in an amount not less than \$50,000, and at no time less than the issuer's current contract liability on all such outstanding investment contracts as defined therein, hereafter sold in Illinois, provided that such securities are listed in standard manuals or appear in quotations of transactions on the exchanges recognized by Section 4 of this act.'

Last Report Is Given

According to the last report to the securities department of this office by the Fidelity Investment, the current liability on its contracts sold in Illinois since Section 6a became effective on July 7, 1931, was on Nov. 30, 1938, \$3,312,919. On that date the association had on deposit with this office in the custody of the state treasurer, pursuant to the statute, securities of the character specified in the statute, of a market value of approximately \$3,450,100. Since substitutions in and additions to the securities on deposit are made from time to time, it has not been thought advisable at this time to prepare a list of such securities for distribution.

"By the express provisions of Section

6a, the association is required to keep on deposit, securities in an amount "at no time less than the issuer's current contract liability on all such outstanding investment contracts as defined therein, hereafter sold in the state of Illinois. . . ." You will note that no requirement is made for deposits based on current contract liability on contracts sold in Illinois before July 7, 1931, when Section 6a became effective. I have been advised by the association that the current contract liability on contracts sold prior to July 7, 1931, on June 30, 1938, was approximately \$2,015,129."

Federal Judge Baker at Wheeling has enjoined all contract holders and creditors from instituting or prosecuting any suits while present receivership proceedings, brought originally by nine Philadelphia contract holders, are pending. Attorney C. P. Mead has been appointed by the court as an impartial arbiter to act as the court representative in an investigation by opposing attorneys to determine the "exact financial condition" of the Fidelity Investment and other data needed before the court rules on the receivership petition.

A. L. C. Annual Meeting

Decision again to hold the annual meeting of the American Life Convention in Chicago this fall has been made. The date has been set tentatively as Oct. 9-13 at the Edgewater Beach Hotel. Some sentiment developed at the annual meeting last October to go to California this year, invitation having been extended by western members, who felt many company officials would like to combine the ALC trip with a visit to the exposition to be held on an island in San Francisco harbor. However, the central location of Chicago has come to have strong appeal to members and assures large attendance.

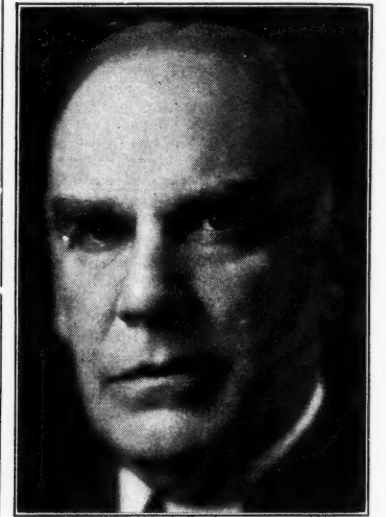
Manager M. A. Jones Dies

LOUISVILLE.—M. A. Jones, 56, Kentucky manager American National, died after an illness of several months following an operation. A native of Frankfort, he represented life companies in Kentucky for more than 30 years. He was supervisor of agents old Inter-Southern Life, and held the same position with its successor, the Kentucky Home Mutual. He also had been field supervisor of the Commonwealth Life and for many years was district manager of the Metropolitan Life at Lexington.

New York Life Field Directors Confer

President Aiken, Chairman Buckner, Other Officers Speak in Florida

ST. PETERSBURG, FLA.—Officials and agency directors of the New York Life held their annual convention here for five days. President A. L. Aiken presided in the final session and spoke, giving assurance that general



ALFRED L. AIKEN

business in 1939 will show steady improvement.

Conditions will be greatly influenced by the European situation, he said, but he expressed opinion that foreign powers will not destroy what has taken so many centuries to build.

Other officials who talked including Harper Sibley and W. H. Danforth, directors, and T. A. Buckner, board chairman, and Arthur Hunter, vice-president and chief actuary.

Walker Buckner, executive vice-president, in opening the meeting reported the company wrote \$422,000,000 new insurance in 1938, a decline of only 11½ percent as compared to general business slump of from 40 to 60 percent in 1938. Total writings of the New York Life were \$477,000,000, he said.

Investment in FHA Loans

Figures made public in the conference showed the company invested about \$50,000,000 in FHA-insured loans on real estate and committed itself to take additional mortgages amounting to more than \$13,000,000.

As of Nov. 1, the company was interested in 6,085 FHA-insured small home mortgages, which represented 25 percent of all such loans bought by life companies from originating sources. These investments are well thought of by the company, Mr. Aiken said, because of several advantages, including the fact that a default entitles the mortgagee to receive debenture bonds with principal and interest guaranteed by the federal government, and the long term amortization of the loans which steadily augments security behind the mortgages.

Jefferson Standard Leaders

The Jefferson Standard Life announces that R. J. Williams, district manager, at Florence, S. C., is the leader in new business sales in 1938. He placed in force \$520,000 during 1938.

The runner-up was E. F. Andrews, of the Greensboro agency, whose sales totaled \$440,000. Mr. Andrews was the 1937 leader in sales.

Sales-making facts and figures are given in the Little Gem Life Chart.



D. T. TORRENS, Chairman of the Board



W. E. BIXBY, President

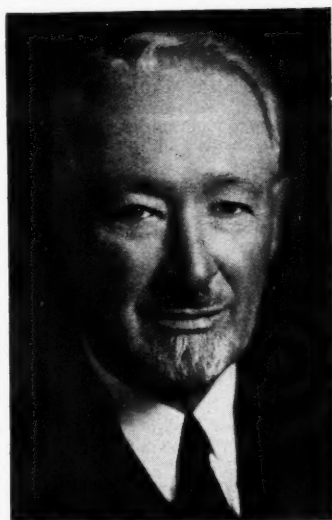


DALLAS ALDERMAN, Vice-President

NEW KANSAS CITY LIFE OFFICIALS ARE ELECTED

HONOR PAID ARTHUR F. HALL

Ft. Wayne business and civic leaders paid high honor to Arthur F. Hall, president of the Lincoln National Life, who becomes chairman of the board, in which he was set forth as one of the city's most respected citizens. More than 100 of Fort Wayne's foremost figures, successful in many lines, were present to do him honor. An attractive leather bound book was presented to Mr. Hall with a written tribute attested by those attending the banquet. It was presented on behalf of the gathering by Rev. John F. Noll, bishop of the Fort Wayne Catholic diocese. The toastmaster was Dr. Paul H. Krauss of Trinity English Lutheran Church. A. G. Burry, president of the Wayne Paper Box & Printing Co., treated Mr. Hall as a civic leader. Mayor H. W. Baals spoke for the city. G. I. Latz, secretary of Wolf & Dessauer, who has been associated with Mr. Hall in many civic enterprises, paid a glowing tribute to him. Congressman G. W. Gillie sent a telegram to be read at the banquet. The invocation was spoken by Rev. J. McNeal Wheatley, rector of Trinity Episcopal Church.



ARTHUR F. HALL

Mr. Hall's Response

Mr. Hall suggested \$1,000,000 to endow the youth agencies so that when hard times come they will have some margin to work with. In his conclusion Mr. Hall said:

"We must train the thinking of the young people in order to build for the future and in order to show them what is right."

"I have been credited with many quali-

ties I do not possess, but I sincerely appreciate this tribute. Of all those things I have been credited with starting I didn't know enough about them to be afraid to go ahead. Knowing too much about something makes one afraid to go ahead, and therein lies failure. "Intelligence, to me, is the ability to understand, and I have never tried to understand business, I try to understand people."

Record Number Attend Los Angeles Institute

Henry Mosler, president Life Underwriters of Los Angeles, this week welcomed 400 life insurance men and women to the first session of the 1939 Institute of Life Underwriting.

Henry E. Belden, Union Central Life, general chairman of committees, announced that this is a record registration.

General Agent Wilmer H. Hammond, Aetna Life, was the guest speaker at the opening session. His subject was "The Job of Selling."

Mr. Hammond said:

"We become too confused in salesmanship as a plan of action rather than as a result of important fact finding. When we clutter up our minds with too many ideas, our efforts are apt to become artificial. We become engrossed in such plans and lose the force of our personality by not being natural."

"Being one's own self is of great importance. For the most part life insurance is sold for the benefit of the wife and kiddies. Can you get yourself all steamed up on behalf of the wife and kiddies, naturally, not as a silly idealist posing as something which you are not?"

"Is the price you are asking in the

way of premium one which you would pay for the same protection to your family? Is the policyholder getting value received in peace of mind? Are you making the same sacrifice for your family that you are asking the prospect to make for his? Are you in earnest about it? Are you so much in earnest about his insurance program that you keep in touch with him and continue to add to his program as his capacity permits?

"Are you spending enough time on the objectives of this man's life so as to sell him an idea which is right, or are you spending a lot of time on net costs, dividends and cash values and nonessentials which do not sell ideas?"

"My feeling is that we have nothing to sell in life insurance except our service, but it is something that we cannot talk about. We don't have to talk about it if we are doing it right, as the prospect will sense it."

The topic for next week is "Underwriting Fundamentals," and the guest speaker will be Inspector of Agencies Mark S. Trueblood of the Union Central Life.

Enters Industrial Field

Southeastern Life has entered the industrial life insurance field.

Decision Given on Incontestable Form of a Group Policy

LOS ANGELES—Expiration of the incontestable period prevents a life company from denying liability under a group policy on the ground that the person whose life was insured was not an employee of the employer and that false statements regarding his employment were made in the application. This was held by the United States district court in the case of Dorman vs. John Hancock Mutual. The case has attracted much interest, because there is very little previous law on this matter.

The suit involved a group contract issued by John Hancock Mutual to Interstate Bakeries Corporation of Kansas City, including subsidiary and affiliated companies. The amounts of insurance on individual employees varied with their salaries. D. M. Dorman was covered for \$10,000, the maximum amount. He described himself as an employee of Western Bakeries Corporation of Los Angeles, a subsidiary of Interstate Bakeries, with his occupation as "department head," but did not designate any department. W. A. Dorman, his nephew,

and the plaintiff in this case, was designated as beneficiary. A group certificate was issued to him. The group policy provided that it should be incontestable after one year, except for nonpayment of premiums.

Received No Salary

D. M. Dorman died about 18 months after the certificate was issued. At the trial, John Hancock Mutual proved that he was not an employee of Western Bakeries, but only a director. His income was more than the minimum for \$10,000 insurance, but was received from other sources, he having received no pay as a director.

In rejecting the claim of the insurance company that the policy was voided because of fraud and misrepresentation, Judge Yankwich held that the incontestability clause was in operation and that the policy gave the company no right to set up such a defense to payment. He pointed out that the policy nowhere defined an employee and consequently that the employer had authority to designate employees.


Joseph W. Austin, general agent National Life of Vermont, Cincinnati, who is president of the city's Civic Club, will preside at its annual gridiron dinner Feb. 15. Title of the show this year is "With Malice Toward Some."

Life Companies' 1938 Figures

	—New Paid Business—		—Change in Ins. in Force—	
	1938	1937	1938	1937
Amicable Life	\$10,596,613	\$11,717,175	+\$1,167,374	+\$2,416,142
Colorado Life	40,278,000	39,706,312	+571,688	+1,087,759
Conn. Mutual Life	100,102,875	95,561,015	+33,948,447	+39,178,859
Fidelity Mutual Life	24,359,756	27,186,994	+555,314	+4,422,431
General Mutual Life	845,661	1,258,357	+149,721	+687,229
Mid-Continent Life	6,004,423	8,608,876	+651,363	+1,085,161
Midland Life	4,057,018	4,451,155	+284,972	+451,979
Midwest Life	4,632,448	4,250,789	+382,645	+1,212,048
Minn. Mutual Life	38,034,049	32,832,724	+12,847,179	+8,995,988
National Fidelity Life	3,000,702	1,620,537	+1,012,922	+622,265
National Old Line	725,509	546,000	+6,000	+837,600
Ohio National Life	25,517,161	24,211,195	+3,893,301	+5,199,953
Penn Mutual Life	154,964,388	179,483,640	+23,275,656	+53,079,928
Provident Mutual Life	73,207,497	75,610,158	+9,775,107	+18,179,877
Seaboard Life	4,867,944	4,830,570	+1,595,386	+2,084,656
Security Mutual Life	5,206,995	5,156,391	+1,599,721	+1,240,195
Union National Life	2,949,776	2,984,978	+1,377,160	+2,014,539
West-Coast Life	16,271,000	16,865,036	+2,420,000	+3,201,265

¹Life and Annuity.

²Life only, Annuity increase in 1938, \$76,285; decrease in 1937, \$134,152.



..... I think the 7-League Club is the best idea we fieldmen have ever used to keep our production steady. It has helped me a lot.

I personally have had 20 applications in the last 17 weeks for a total of \$147,500. Every case has been prepaid and all but one have been issued. That one hasn't had time yet. My average size policy for the 17 weeks is \$7,375. I'm confident I can keep it up.

Yours,
* *Jack McCord*

From an actual letter written to the Home Office by
* General Agent Jack McCord of Los Angeles

This is one of a series of advertisements intended to show some of the reasons why its fieldmen like



The COLUMBIAN NATIONAL LIFE INSURANCE COMPANY

A NEW ENGLAND INSTITUTION

HOME OFFICE
BOSTON - MASSACHUSETTS

Pacific National's Leaders Gather

Three-day Annual Agents Convention Is Held at Salt Lake City

Leading producers and agency managers of the Pacific National Life from ten Pacific Coast, northwest and intermountain states, held their annual convention in Salt Lake City. Sessions continued for three days being devoted



CARL R. MARCUSEN

largely to practical application of organized sales procedure. Company officials, members of production clubs and general agents were on the program. Stress was laid on proficiency in salesmanship.

President Carl R. Marcusen welcomed the agents. He recounted the company's history since organization in 1929. All its growth, he emphasized, has been in a period of financial upset and economic unrest. Notwithstanding this handicap, he said, the Pacific National registered progress each year.

Mr. Marcusen paid tribute to six veteran agents who have been with the company since its inception. The company made its greatest progress in 1938, he said, increasing insurance in force from \$13,486,033 to \$15,190,088, or 13 percent gain.

Finds Field Very Fertile

"What's ahead in 1939?" he asked. "That must be answered individually. The year 1939 will be what you make it. It is definitely a salesman's year! This is especially true for life insurance men. The field is fertile!"

Nephi L. Morris, secretary, spoke on "Quality Business." He said life insurance salesmen pay the price of quality in discriminating prospecting, skillful briefing, effective approaching, and good salesmanship. Volume, he said, is fine, providing it possesses quality. It is desirable; it is worth working hard for. But volume in life insurance, except in rare cases, may be almost devoid of quality. Volume that lapses 50 percent, 60 percent or 80 percent is costly in time, energy and morale, because it is bitterly disappointing all around.

R. H. Peterson, office manager, gave a talk on "Why a contract with the Pacific National Life?" He classified the things that make an agency contract desirable under four headings, as: Rate of commission, variety of policy forms, assistance given the agent by the company, and acceptability of the company to the insuring public.

Others on Program

E. H. Gamette, agency auditor, spoke on "Home office records, sales material and 'contests!'" Guest speakers at

Home Office Training School Checks Agent Turnover

The high turnover of agents who are just starting in the business can be decreased through home office training schools, according to D. J. Bloxham, supervisor of agency field service of the Travelers.

"In my opinion, our school has been one of the most successful experiments that has ever been tried," he says. "Records show that a much larger percentage of graduates are with the company at the end of the first year than of the insurance business as a whole."

"An insurance salesman should not expect to be entirely self-supporting his first year in the business. He's a bit like a doctor; it takes him time to establish a clientele. Renewal commissions play an important part in building his income, but they cannot be received the first year. Nevertheless a surprising number of our home office school graduates are able to earn enough to support themselves from the very first. A large percentage of those who don't earn enough to cover all their expenses show every indication of getting on a self-supporting basis when their renewal commissions begin to flow in."

One Application a Week

"For years we have regarded the ability of an agent to produce at least one application a week as an indication of eventual success in the business. It is very gratifying to find the names of so many home office school graduates on the membership lists of the consecutive weekly production clubs of our various branch offices. Many have been members since their first week in the field. Some have averaged, two, three, four and even five applications a week over long periods of time."

"Keeping yourself supplied with good prospects is one of the most important tasks facing an agent. They are his raw material. If he permits his supply to become exhausted, production comes to a standstill. In our class work, we emphasize the importance of attempting to secure good prospecting leads from every sales interview. Judging by production reports, most graduates have absorbed this lesson. Many report that they have more good prospects at the end of their first six months or year, than they had when they entered the business."

"Balanced production is another indi-

other sessions included, V. H. Smith, secretary Beneficial Life, on "Principles and Practices of Life Underwriters," and J. T. Butler, general agent Aetna Life and president Utah Life Managers' Association, on "Agency Building." Skits and stunts by representatives of different agencies were presented during the luncheons. Dr. W. T. Ward, the new medical director, was introduced by President Marcusen. He succeeds Dr. G. W. Middleton, who died in December.

A reception and banquet was held, attended by more than 200, including executives and their ladies, and a number of leading citizens of Salt Lake and Utah. President Marcusen, assisted by Secretary Morris, was master of ceremonies. Brief talks were made by Chief Justice D. W. Moffat, Mayor Wallace. Marion Nelson, president chamber of commerce; F. J. Wagstaff, president Salt Lake Association of Life Underwriters, and Commissioner Neslen.

The 1938 winners of the "President's" cup were F. E. Dunton and A. W. Schalkau (tied) both of Spokane.

President Marcusen said that in addition to J. M. Olsen's million dollar agency at Cheyenne, the company expected soon to register three more. He expects before the 1940 convention to organize a "Premier Million Dollar Agency Club," taking the place of the present Quarter Million Club.

cation of ability. While there are a few who will do better as life specialists or accident specialists we believe that most new men will make more money if they overlook no opportunities to write both lines. The production records of many of our home office school graduates show a nice balance between the two. They use accident insurance to establish business contacts and to reveal the needs for life insurance.

"New men usually show great enthusiasm for the new plans and policies. This is not surprising. Being new to the business, they are not wedded to any old favorite. They are able to look at a man's life insurance problems from his own viewpoint and recommend the plan which they would buy if they stood in his shoes. You will find them talking in terms of monthly income rather than lump sum settlements. They are particularly successful in selling young prospects, for most of them are young themselves and they understand the problems and perplexities that are facing young people today."

Ask Canadian Revision

TORONTO—Canadian government annuities will result in a further loss of \$8,000,000 a year, unless action is taken to place the system on a new basis, the Canadian chamber of commerce contends in a brief submitted to the government. Despite a revision of premium rates a year ago, the brief contends that the annuities branch still is not on a self-sustaining basis.

The chamber recommends: (1) further revision of premium rates; (2) inclusion of administration costs, commission and allowances to agents in calculation of rates; (3) a continuous audit; (4) that the privilege of buying for as little as \$1 a year an option on an annuity at present rates for the maximum amount be discontinued.

Named Agency Secretary of Pilot Life



CLARENCE D. JONES, JR.

Clarence D. Jones, Jr., formerly supervisor in the accounting department of Pilot Life, Greensboro, N. C., has been promoted to agency secretary.

Mr. Jones, who is a native of North Carolina and a graduate of the University of North Carolina, class of 1929, has been connected with Pilot Life since 1930.

Having sold a volume of business for several years in addition to his other duties, and having worked often in the field with the men, Mr. Jones is well prepared for his new job.

Gives Candid Tips for Brokerage Men

Brooklyn Life Supervisors Are Told How Situation Could Be Improved

BROOKLYN—If the broker can be made to feel that through the life supervisor he is getting the best service he will in turn get that feeling over to his client and "this will make it so that the assured will not easily cast aside such service for rosy promises of savings in premiums and rebates," P. A. Locke, president Independent Brokers Association of Brooklyn told members of the Brooklyn Life Supervisors Association at their January meeting.

Mr. Locke made the following specific suggestions:

"See that the broker himself is sold on your proposition. The one that got me interested sold me a program for myself and my family. Feeling the way I did about it I sold the product to some of my clients."

"Teach the broker how to use the rate and rule book. This will save a lot of questions and answers."

"Tell your general agents and companies to allow the brokers to attend lectures. The broker may bring some slants on business that are helpful to you."

No Split Commissions

"Aid him in closing difficult cases—gratis—no split commissions."

"Get the proper contracts for the broker. No forfeitures and no conditions. Nothing that he has to read between the lines."

"Don't expect business on acquaintanceship and sociability only. Give a business service and get business on a business principle."

"Don't oversolicit the broker and don't be a pest. Don't hang around his office. When you are finished take the air."

"Tell the broker the truth. When you give him a quote or an illustration give it to him complete. Don't leave out clauses like double indemnity and waiver or premium or the disability clause just because you think it will make it easier to accept the line. Think of the broker, he must give his clients full coverage if possible."

"Try to get your companies to eliminate the examination charges. They are already included in the acquisition cost. They get away with murder in this respect."

Wants Educational Lectures

"Give educational lecture series, for example, on business insurance, with pointers as to how to make the sale."

"Change the commission scale to 10 tens or a commission for every year the policy stays in force. This would eliminate rebating and twisting to a great degree. The broker would retain an interest and would watch his cases. This would prevent lapses."

"Orphaned cases should be referred to the original broker if he is still available even if he does not represent the company who insured the life."

"Teach the broker how to apply the ordinary life policy to any situation and the use of the options in detail. This will make for better salesmen and will help to eliminate some of these so-called advisers."

"Show that term insurance is not what it seems but is the costliest form of life insurance."

"The broker should be allowed to sell industrial policies for companies writing that form of coverage."

"Give lectures on the radio like that of S. N. Schwartz (of the General Brokers Association) to tell all sides of insurance—savings bank insurance especially."

"Recognize the broker and he will recognize you."

RECORD IN AVERAGE PER AGENT

For an agency's 1938 production to show a 33 percent increase over 1937 is unusual. To start 1938 with 20 full-time men and have 15 men make the \$100,000 minimum production club is unusual. To add seven men during 1938 and have them all in production at the end of 1938, and to have an average of 22 agents produce an average of \$5,000 in premiums is a good record.

That is the record of the Joseph M. Gantz agency of the Pacific Mutual in Cincinnati which in 1938 had the highest average earnings per agent in its history.

Seventeen men have been with the agency five years or more and 10 for 10 years or more. There was one \$700,000 man, three produced \$400,000, one \$300,000, three \$200,000, seven more than \$100,000.

The agency led the Pacific Mutual in new life insurance paid for in 1938, and also in per capita agent's production. Outstanding all-time producers are C. P. Hochstadter and R. E. Denman, each of whom has led the Pacific Mutual field forces, and both always in the top flight.

Features of Agency Training

Some features of the agency training and supervision program are: Everybody makes a report daily. Says Mr. Gantz: "We keep records of the money transactions in this agency; you must keep records of your time transactions." Supervision is ample and close. Associated with Mr. Gantz are his two brothers, Dave M. and Harry S., whose principal job is to see that new men get into production and stay there. Meetings are held every morning from 8:30 to 9 o'clock for newer men.

Eighty-five percent of the business sold comes from interviews made by telephone appointments following a pre-approach letter. The agency does con-



JOSEPH M. GANTZ

siderable joint work and a supervisor or the general agent is available when needed for joint work on prospecting, selling or delivering.

Mr. Gantz runs also the Columbus, O., agency with R. K. Zimmer, special agent, in charge. Perhaps the outstanding feature of the training program is unceasing emphasis upon fundamentals, such as: keep up your prospect inventory, telephone for appointments, never deviate from the sales step sequence of building prestige, find and fixing problems, offer solution, and emotional closing. Mr. Gantz is well known nationally as a speaker before conventions and agents' associations.

Country Life's Record Advance Told

PEORIA, ILL.—More than 500 agents of Country Life, Farmers Mutual Reinsurance, and Illinois Agricultural Mutual were told by Dave Mieher, sales director at their annual meeting, that their organization, now has twice as much life business in force as any of 16 other companies which began operations in 1929, the year Country Life began.

"We have reached our 10 year goal of \$125,000,000 with little difficulty," he said. "We have already written more than \$1,000,000 in business during the first 12 days of January." The \$1,000,000 for the first 12 days of 1939 materialized when Mr. Mieher's agents surprised him with a "gift" of \$706,000 written the few days prior to the annual meeting.

Actuary Howard Reeder introduced the point that life insurance can never hit a saturation point. "Marriages, births, options and other phases of the business make reaching of a saturation point impossible," he said. Fieldman Merritt Ackland's talk reiterated a thought left by Sales Manager Dave Mieher when he suggested "we agents should start out working right now like we did the last two months of 1938, when goals were still to be attained." Fieldman Bernie Mosier's talk was limited to relayed greetings when he was placed in his hotel room with a serious cold. He was able to leave for his home Sunday.

President Earl C. Smith, Chicago, of the Illinois Agricultural Association, delivered an "off the record" speech at the banquet. Donald Kirkpatrick, I. A. A. legal counsel, Chicago, and George Metzger, I. A. A. secretary, Chicago, also spoke briefly. Paul Brown, Morris, 1939 general agents club president, was introduced by his predecessor, Duane Genre, Eureka. Hirlo Hicks, Kankakee, past president of the Clippers Club,

Professor Schutz Named President, General Manager

INDIANAPOLIS—Directors of the Standard Life signed a ten-year contract with Professor J. R. Schutz, North Manchester, to become general manager.

He became president a year ago on the death of President Harry G. Leslie. It was a part-time connection and Professor Schutz continued his classes at Manchester College.

He also has been reelected president, which with general management of the company now will require his full time. However, he intends to maintain his connection with the Manchester faculty, possibly in teaching extension courses Saturdays. He does not expect to move his family from North Manchester, and for the present will continue his pastorate at the First Brethren church there.

New Missouri Commissioner Speaks to Life Underwriters

ST. LOUIS—R. B. Lucas, new superintendent of insurance attended a dinner meeting arranged by the executive committee of the golden anniversary convention of the National Association of Life Underwriters. He stated that while he is new to the insurance business, the Missouri department has a strong personnel and will continue to cooperate in every way possible with the agents and companies in keeping the business on a high standard in this state. He declared that he favors proper qualifications for agents in commenting on a proposed insurance regulatory bill. Judge Lucas has announced that he contemplates no radical changes in the policies of his predecessor the late G. A. S. Robertson nor has he any drastic legislation under consideration.

introduced his successor, Richard Lee, Metropolis.

BERKSHIRE
presents

The Associate

To you—the loyal corps of associates—who carry on in the front lines—who strive constantly to serve policyowners by seeing that their needs are amply provided for—who are ever preaching the gospel of life insurance in general and Berkshire in particular—we humbly doff our hats. We are indeed proud of every one of you and the splendid results you have achieved.

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F. H. RHODES, President

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Life and Accident
Insurance Company
Chattanooga—Since 1887—Tennessee

The WALRUS



January—February Calendar of 60th Anniversary Events

January 1—Fortunate Americans begin using our 60th Anniversary Calendar, containing reprints of six famous Frederic Remington "Westerns" . . .

January 6—Onward, Bankerslife weekly Agency Publication, appears with first of a series of historical covers, picturing Bankerslife Policy No. 1, issued to Edward A. Temple, Founder-President . . .

January 7—Our first national magazine advertisement of 1939 appears in Collier's Weekly . . . It's appropriately captioned, "How About A New Lease On Life?" . . .

January 19—Gerard S. Nollen observes thirteenth anniversary of his elevation to Bankerslife Presidency — January 19, 1926 . . .

February 20—Bankerslife Regionnaces of Eastern Agencies assemble for 2-day School of Instruction in Columbus, Ohio . . .

February 23—Bankerslife Regionnaces of Western Agencies assemble for 2-day School of Instruction in Denver, Colorado . . .

February 27—Crack Bankerslife men—qualified members of President's Premier Club—assemble for School of Instruction in San Francisco, 1939 "Treasure Island" city . . .

BANKERS LIFE
DES MOINES
Established 1879 **COMPANY**

Harmonizer of Divergent Views Is Skillings' Forte

NEW YORK—Genius for organization and for obtaining harmony despite divergent views brought R. B. Skillings of Home Life of New York the chairmanship of the New York City Life Underwriters Association's board of directors. In the office which traditionally leads to the presidency, Mr. Skillings operates so unobtrusively that he is



R. B. SKILLINGS

probably less widely known among the rank and file than any high official of the New York association.

A year and a half ago the New York association was seeking to revise its constitution to meet criticisms directed particularly at the formation of the nominating committee and the makeup of the executive committee. A committee brought in its report and draft for a new constitution. However, those who had opposed the old one were not satisfied and succeeded in rallying enough opposition to prevent the new constitution from receiving the necessary two-thirds vote. Instead, it was voted to throw the draft back into the committee's lap. A stalemate threatened, for the committee had worked long and laboriously and felt it had done all it could expect to do.

Headed New Committee

Thereupon, the association president appointed a new constitutional committee with only one member holding over from the old committee. As chairman the president appointed Mr. Skillings, who had been a member of the executive committee for some years.

A difficulty under the old constitution was the large size of the executive committee. This was due to the fact that past presidents were given life tenure and that the constitution also provided for a majority of three field men over the general agent or manager members of the executive committee. As a result, one year there were 66 members on the committee.

Administrative Unit Formed

To remedy this situation Mr. Skillings proposed the formation of an administrative committee which had power to handle details and other matters not sufficiently important to be brought before the board of directors, which under the new constitution is roughly comparable to the former executive committee. This administrative committee includes the five association officers, and the chairmen of the agency committee, the board of past presidents, the board of directors, and the finance committee.

A problem which had to be dealt with was the role of the past presidents. To the group which most actively opposed the old arrangement it seemed that life

tenure on the executive committee unduly perpetuated the power of the former presidents. The group which wanted to keep the existing system felt that it was extremely desirable to have the advice and counsel of the elder statesmen and furthermore it would be distinctly an affront to those who had ably served the association if they were arbitrarily shorn of their constitutional powers.

Keeps President's Services

This situation was well taken care of by retaining former heads of the association on a new board, known as the board of past presidents. Not only are the former presidents thus available for advice but the new constitution provides that the board of directors must take up any matters which the presidents present to them and report back after due consideration.

In somewhat similar fashion was handled the contention that soliciting agents should have a more powerful voice in association affairs. Under the new constitution there is an agency committee to which each agency having 10 or more association members is entitled to elect a delegate. The chairman of this committee is an ex-officio member of the board of directors and the administrative committee, as is the chairman of the board of past presidents.

Mr. Skillings went into the life insurance business in Brooklyn with what was then the W. H. Ryan agency of the Penn Mutual Life. Less than a year later he went to the Russell Simons agency of the Home Life of New York in New York City as agency cashier. For a score of years he has served in various capacities in agency supervisory work and as a full time agent. Although never a spectacularly large producer, he has always been a substantial one and is regarded by his clients as a trusted adviser in insurance matters.

Ben Bloch Keeps Right on After 1,000 Weeks

PEORIA, ILL.—Ben Bloch, special representative Equitable Life of Iowa, at a testimonial dinner here celebrating his 1000 consecutive weeks of production, up to Jan. 7, will not rest on his laurels, he made clear in a talk to the many friends, including civic and professional leaders, out-of-town and local insurance men, who attended.

E. E. Smith, secretary of the Equitable, who was present from the home office, astonished the group by stating that Mr. Bloch has really sold policies for 1,125 consecutive weeks. His official record began with formation of a "One-a-Week" club in 1918. Mr. Bloch joined Equitable in 1916 and soon began weekly production.

Mr. Bloch stated he has sold upwards of \$6,000,000 of insurance since 1916. At one time he sold 16 policies in one week, and again he sold four policies a week for 77 consecutive weeks. His average over the 20 years has been three policies a week. Mr. Bloch's office walls are nearly covered with framed certificates, one for each 100 weeks of consecutive sales.

Chairman was H. F. Silzer, Equitable general agent in Peoria. S. A. Swisher, Jr., agency vice-president from Des Moines, was toastmaster. L. O. Schriver, Peoria general agent Aetna Life, also was a speaker.

An inscribed ship's clock was the Equitable's home office gift to Mr. Bloch. He also received a handsome certificate from the Chicago Equitable "One-a-Week" club.

Out of Peoria Equitable men present included: Armand Pfaff and Dwight Ingram of Chicago; H. M. Hall, Daven-

port, Ia.; C. D. Walker, Rockford, Ill.; Newell Day, Burlington, Ia.; Herbert Hendricks, Springfield, Ill.; E. E. Smith, Des Moines; Garth McGuire, Eureka, Ill.; W. M. Herd, Lacon, Ill.; Ralph Johnston, McNabb, Ill.

Among those at the banquet was H. W. Cravens, Peoria grocer, first to purchase a policy from Mr. Bloch nearly 25 years ago.

Former Typewriter Man

Mr. Bloch in acknowledging the congratulations, explained that 23 years ago he was manager of the Underwood Typewriter Company in Peoria. He met Ben F. Hadley, then secretary of the Equitable of Iowa, who after a number of visits induced him to enter life insurance.

"I have enjoyed the work," Mr. Bloch said. "Since I at once decided it would be my life's work I gave it all I had and have endeavored in these intervening years to get out of it all that I could and at the same time give all to it that it was humanly possible to give."

"Along in 1918 the company started a 'One-a-Week' club. I am told that I am the only one remaining from those originally signed up. It occurred to me that if I was not able to sell at least one application each and every week I had no right to remain in the life insurance business, and I have continuously had that thought in mind throughout my entire connection with the company."

"After I had kept this continuous record up for 10 years, I made up my mind that I would endeavor to keep it intact for at least 1,000 weeks, or 20 years. Now as time went on, I found it just a little more difficult to keep on producing completed business each and every week. It became necessary to make more and more new calls, or resell my old policyholders."

"In this I have had what I consider very satisfactory results. In fact, during the last 500 weeks I have sold the third generation in many families. In many cases I have sold the entire members of a given family."

Life, Not Death, Insurance

"In looking back over my work, it is a pleasant feeling to learn that of the many lives I have covered, the death loss on these cases have been gratifyingly small. Therefore, in truth, I have been selling 'life insurance' and not death insurance."

"The trend of buying has changed materially in all these years, but to me the fundamental reason for carrying insurance remains the same; that of protecting the family in case of premature death, and laying aside as one has an earning capacity to take care of the needs of old age. In all my dealings, this has been uppermost in my mind."

The Kentucky Home Mutual Life moved its Nashville agency into the new addition of the Third National bank. Jeff Clark is manager.

Connecticut Bill to Regulate Counsellors

Commissioner Blackall this week had introduced in the state senate a bill providing that all self-styled "life insurance counsellors," hereafter be under the jurisdiction of the insurance department. This bill is designed as protection for both the insurance-buying public and for the life agents and companies, all of whom suffer from unwise or biased judgments given by these people who heretofore needed no more preparation for their calling than merely putting their name on a door and practicing upon a few clients.

The bill will provide for full examination, similar to the examinations given prospective agents or brokers, and a \$10 license fee before anyone may set himself up as a life insurance counsellor.

Double Seminar Is Planned in Florida

JACKSONVILLE, FLA. — Chicago looms big in the speakers list for the annual convention of the Florida Association of Life Underwriters here Feb. 4. President A. LeRoy Johnson lists his stars as: H. J. Johnson, National president, Pittsburgh; J. W. Yates, general agent Massachusetts Mutual, Los Angeles; Earl M. Schwemm, agency manager Great-West Life, Chicago; J. O. Todd, member of H. S. Vail & Sons, Chicago; John D. Moynahan, manager Metropolitan, Chicago; J. C. Mills, Gulf Life, Tampa.

Mr. Yates was with W. A. Alexander & Co., Penn Mutual general agent in Chicago, before he moved to Detroit for the Massachusetts Mutual in 1923, and in 1929 to Los Angeles.

Two seminars will be held, one for ordinary agents and one for industrial agents on "Promoting Ordinary Sales." This is an innovation. Florida officers and Holgar Johnson are much interested in the double seminar experiment.

Have Industrial Session

L. B. Robey, agency manager Gulf Life, Jacksonville, will preside at a session in the afternoon on "Industrial Underwriters Promoting Ordinary Sales." J. D. Moynahan will speak. Manager John C. Mills of Tampa, Gulf Life, will illustrate the "Anderson One Interview System," and Manager D. S. Dorman, Miami, will present "Building Monthly Ordinary Debit by the Industrial Man." W. L. Dean, Jacksonville, manager Life & Casualty, will present "Ordinary Prospecting by Industrial Men." W. M. Revels, manager Peninsular Life, Miami, will talk on "Classification of the Buyer by the Industrial Man." A Prudential speaker, yet to be assigned, will take up "Industrial Man Presenting the Ordinary Interview." General discussion will follow.

Holgar Johnson Talks

The morning session, President Johnson in the chair, will hear Holgar Johnson and John W. Yates. In the afternoon, with J. Burton Webster, Jacksonville, president, presiding, top flight producers in the ordinary field will talk on "How They Do It," lead by Messrs. Schwemm and Todd. At luncheon, Mr. Todd will report for the 1938 Quarter Million producers, and Mr. Yates will speak to the ladies, headed by Mrs. Herbert Felkel, St. Augustine, woman producer leader Prudential ordinary department. Holgar Johnson and LeRoy Johnson, National and state presidents, will sit in with presidents of local associations.

Another noted speaker will be Miss Corinne V. Loomis, manager women's department John Hancock, and first woman in the country to qualify for the C.L.U. designation.

Hartford Companies Joined Big Parade

(CONTINUED FROM PAGE 3)

cent for this December over last. The volume this year was \$14,880,865, as against \$8,077,140. These figures represent 3,528 and 2,084 cases respectively, proving the excellent size of the average policy. 1,362 applications were submitted on Jan. 3, a number larger than the average number of policies submitted by the company in any ordinary two weeks.

Comparison is Given

In the case of the Aetna Life it had 5,429 applications during September for a total of \$24,072,026, as against a volume of \$12,319,922 in December, 1937, representing 2,844 applications. In the week of Jan. 3-10, 5,215 applications were received, totalling \$25,203,257, compared with the same week a year ago, when 1,698 cases amounted to \$6,710,253. 4,977 cases, representing \$18,277,911, were issued last month, as compared

with 2,910 cases for \$9,573,983 in December, 1938.

An increase of 45 percent in paid for business, and of 41 percent in issued business was noted by the Phoenix Mutual, comparing figures of last month with those for December, 1937. An especially heavy day was presented Jan. 3, when it was found that the total number of applications received on the afternoon of Dec. 31 and by noon of Jan. 3 had reached 160, totalling \$773,000. In the same period a year ago 78 applications were received, amounting to only \$262,600.

Forecasts Indicate Livest Prospects

(CONTINUED FROM PAGE 6)

volume, which was the smallest in five years.

Auto equipment makers: Extremely favorable outlook, as automobile manufacturers let their parts inventories run far below normal before beginning production on 1939 cars. The bulk of orders for equipment makers and other suppliers is still to come. In general, the automobile industry should be among the leaders of the recovery.

Building: Figures quoted from the F. W. Dodge Corporation indicate 1939 should be the biggest year in construction since 1929, although a sharp rise in construction costs or a reversal of the recovery movement could quickly arrest the favorable trend.

Chemicals: Consumption will probably not reach the 1937 peak but a gain of perhaps 15 percent over 1938 is forecast.

Machinery Prospects Good

Machinery and electrical equipment: Volume of inquiries for heavy industrial machinery and heavy electrical equipment has substantially increased, pointing to larger orders. The farm equipment industry, however, will probably run distinctly less than the year-earlier levels for the first six months of this year.

Non-ferrous metals: Production is increasing rapidly after low point reached last August. Outlook for 1939 much better than 1938 but volume of 1937 will not be attained. Non-ferrous metals include copper, lead, zinc, aluminum and molybdenum.

Petroleum: An aggregate increase of about 5 percent total demand for all products is estimated. However, the present price level is unsatisfactory, though something may be done about remedying it this year.

Rail Equipment Situation

Railroad equipment: Indications are that approximately 400 locomotives, 40,000 freight cars will be ordered this year. The outlook for passenger cars is less encouraging. Prosperity of the railway equipment business will probably vary considerably according to the section of the country. Manufacturers of parts and accessories will benefit from prospective liberalization of railroad maintenance programs and should do relatively better than the actual builders of rolling stock.

Retail trade: Increases during the first half of 1939 will be moderate. Dollar sales of department stores in the first six months will be ahead not much more than 5 percent unless prices advance sharply. Sales will go ahead more quickly and substantially in industrialized areas than in rural territories. Mail order, variety store, and food chain sales are likely to show smaller gains.

Steel Should Gain.

Steel: Reasonable to estimate that 1939 output will show a gain of 40 percent over 1938. Indications point to a fairly steady rise in field demand and production during the early months of the year.

Textiles: In general, a continuation

of the present trend is counted on to extend the recovery movement well through 1939. Cotton mill activity should gain at least 10 percent over 1938. Wool consumption in 1939 should gain from 20 to 25 percent over 1938. Rayon will probably gain over 1938 but probably not more than 5 percent.

Volunteer State Stock Has Rise in Reorganization

Reorganization of the Volunteer State Life has boosted the price of its stock so much that the chancery court has authorized the Chattanooga National Bank's receiver to sell 763 shares of the company's stock which the bank holds as collateral. The Volunteer State's new owners have offered \$12 a share.

Impound Musica Insurance

NEW YORK—Life insurance policies totaling \$360,000 on the life of Philip Musica, who as F. Donald Coster rose to the presidency of the McKesson & Robbins drug firm, milked its treasury of an estimated \$11,000,000 and then committed suicide, constitute the bulk of the \$450,000 of Musica assets impounded by federal court order. Of the insurance, \$100,000 was business insurance on the life of Philip Musica and the remainder personal insurance.

INDUSTRIAL

Wohlstadter Organization Dinner

Solomon Wohlstadter, district manager at Springfield, Ill., of John Hancock Mutual, was in charge of arrangements for the dinner held there by the John Hancock organization under his direction. Several officials attended from the home office, including E. J. Brennan, regional district manager, and T. A. Jennings, home office representative. Agents and office staff attended from Springfield, Decatur, Jacksonville and Lincoln. A banquet was held at which M. O. Haughey of Decatur, one of the company's leading producers in 1938, was honored.

Corr Named at Richmond

R. L. Corr, field training instructor Metropolitan, was appointed manager of the Richmond, Va., office account. After serving in Richmond since 1926, he was named assistant manager of the Roanoke office in 1931. Four years later, he became field instructor.

National L. & A. St. Louis Rally

ST. LOUIS—C. A. Craig, board chairman, and C. R. Clements, president of the National Life & Accident, were here for a two-day conference of managers. About 20 district managers from Kansas, Kentucky, Missouri and Nebraska attended. Other officers from the home office were: E. W. Craig and E. B. Stevenson, executive vice presidents; E. L. Stritch, assistant vice-president; J. E. Wills, vice-president, and Powell Stamper, publicity director. This was one of a series of five territorial conferences in various parts of the country.

Denies State Employees to Sell Savings Bank Policies

NEW YORK—Paul R. Taylor, director of the savings bank life division of the New York department, this week denied the report that he contemplated deputizing state department employees to solicit savings bank life insurance.

"We will confine our activities to a campaign of educating the public," he said. This will be done through this division and through the banks interested in the plan.

● ISSUING ALL STANDARD TYPES OF LEGAL RESERVE LIFE POLICIES AND
"IDEAL INDEMNITY"
A MODERN, STREAMLINED CLAUSE THAT PAYS FOR DISABILITY FROM THE FIRST DAY, REGARDLESS OF CAUSE.
LIBERAL COMPENSATION . . . FINANCING . . . AND SPECIFIC HOME OFFICE HELP IN AGENCY BUILDING.
● FOR DETAILS ADDRESS: THE AGENCY DEPARTMENT —

HOME OFFICE: ATLANTA, GEORGIA

OFFERS YOU THE AGENCY OPPORTUNITY YOU HAVE BEEN SEEKING TO BUILD AND GROW WITH A YOUNG BUT AGGRESSIVE AND FINANCIALLY SOUND SOUTHERN COMPANY. . . A COMPANY THAT BELIEVES IN "TEAMWORK" AND INDIVIDUAL, CONSIDERATE TREATMENT OF ITS FIELD MEN.

IF YOU LIVE IN GEORGIA OR FLORIDA . . . THE
SOUTHERN LIFE INSURANCE COMPANY OF GEORGIA

EDITORIAL COMMENT

Results of the Illinois Examinations

ILLINOIS has as exacting laws pertaining to life insurance companies as are to be found anywhere in the country. The present insurance department administration has done a constructive piece of work in securing legislation that has thrown about life insurance all bulwarks possible. One cannot legislate honesty. There will always be trickery and chicanery. The best that a state can do is to provide safeguards that will prevent what might be termed egregious errors in judgment.

In the matter of investments for instance the Illinois insurance code is very exacting. Those who have studied the situation following the passing of this legislation find that it has had a most salutary effect and that the companies ably and honestly managed welcome measures of this kind. As a matter of fact under the present insurance department administration a remarkably fine piece of work has been done in cleaning out weaker institutions and providing the way for well managed companies to become stronger and even more trustworthy.

The department in its examinations is searching and aims to secure a true pic-

ture of a company's condition. Just recently for example a convention report was released following the examination of the FEDERAL LIFE of Chicago. This was a voluminous document. Every nook and cranny in the company evidently was put under the search light. It is gratifying therefore to see the FEDERAL LIFE emerge with much credit to itself. The criticisms that were made were minor. Some of them touched on old issues. What might be called the foundation stones and the strong superstructure have not been jarred by these trying years when every financial institution was put to the supreme test. The examinations made by the Illinois department are regarded as fruitful in showing actual results which have been accomplished.

The Federal Life is in the public eye more or less because of its newspaper accident policies which it has pioneered and made profitable. It also has been used as the medium for life insurance by the Chicago "Tribune" and other publications. Therefore the people are entitled to know the facts and this report shows the company in a most commendable light.

Penn Mutual's New President

THE election of JOHN A. STEVENSON as president of the PENN MUTUAL LIFE is a happy one in many ways. He will maintain the traditions of that very excellent company but it is not sufficient these days for a company to have traditions, age, dignity alone. There must be life and spirit in the organization. There must be a commander who can look ahead and who possesses a vision.

Mr. STEVENSON has had an unusual experience leading to the high position in his company. He was a successful educator in his earlier days. He was on the faculty of the UNIVERSITY OF ILLINOIS. Then CARNEGIE INSTITUTE established its school of life insurance salesmanship and he was placed in charge. He went to the EQUITABLE SOCIETY, becoming a vice-president in charge of its educational

work. Along the way he had written a number of books, some on life insurance, some on general salesmanship, some on educational subjects. In the PENN MUTUAL he had charge of the home office general agency and brought it up to high proportions. Finally he became executive vice-president.

Not only has he been active in his own organization but in the associations devoted to life insurance and civic activities. He is a hard worker with the mind of a student and research man, possessing a healthful outlook on life, appreciating the sacredness of the trust imposed in him. Men of his type at the head of our life insurance institutions are able to inject into them the essence of sterling personality. Mr. Stevenson will carry forward the traditions with distinction.

Selling Where the Money Is

BECAUSE of the widespread changes in policy contracts many agents did a land-office business in November and December. Of course, they all realized that their December business not only included the normal writings of the month, but a large measure of their

January business and even some that might have been written in later months.

Every prospect whom there was a chance of selling was either sold or eliminated from the running. One salutary effect of this purging of prospect lists was to eliminate many who were

not prospects at all. A man who would not buy on the basis of the approaching changes might just as well be eliminated for a long time to come, unless there happened to be a really exceptional circumstance.

Thus, the big push of the last part of 1938 has tended not only to bring the prospecting problem more intensively to the fore but also to demonstrate to many agents that their prospect files assayed considerably lower in pay dirt than they had realized.

Fortunately, while agents are faced with depleted prospect lists, they do not confront generally bad business conditions. In fact, all indications are that the recovery which marked the last part of 1938 is still continuing. While the rate of recovery is bound to flatten out some, people in most lines of business are in a cheerful frame of mind. In fact, there is ground for believing that the great improvement in life insurance production which marked the last months of the year was due not only to the impending changes in contracts but in a very large degree to the rapid recovery that was being staged in many lines, for it is becoming increasingly realized that no matter how great their insurance needs or their opportunity to acquire an insurance bargain, people will not buy unless they feel that the outlook in their business or profession is favorable.

This being so, it is particularly important at a time when "hot" prospects

must be found without delay, to eliminate lost motion and wasted time by accurately qualifying prospects in advance. This means seeking them in lines where business is good. The advantage of knowing which lines are prospering is twofold. First, it enables the agent to put his prospecting emphasis where it will produce the highest yield. Second, it puts him in a better position to appraise accurately the prospect's customary alibi, "What will I use for money?" Where business is booming, the chances are that the prospect who talks poor is just talking.

Studies by the National Industrial Conference Board indicate that consumers spent in 1938 just about as much for rent, cigarettes, electricity, telephones and automobile expenses as they did in 1937. Sales of the 1939 automobiles are running surprisingly high. Most car owners are probably so situated that some kind of a car is an economic necessity. At the same time, it is interesting to wonder how many people buy needlessly expensive automobiles and other semi-luxury items with money that should go into life insurance. The spending that is going on shows that people have money. It is no easy job to convert a man from the contemplated purchase of some yearned-for luxury to buying the life insurance he knows he ought to have, but it is a lot easier than trying to sell a man whose income is shrinking and who is really dubious about the future.

PERSONAL SIDE OF THE BUSINESS

Colonel Joseph Button, secretary-manager of the Stock Company Association and former Virginia commissioner, is recovering so rapidly from a recent operation which he underwent in a Richmond hospital that he is planning to leave for Florida next week to be the guest of Charles F. Williams, president of the Western & Southern Life, on Mr. Williams' yacht.

Roger B. Hull, manager National Association of Life Underwriters, who will speak before the Ohio State Life agency convention at Columbus, O., Feb. 1, will be one of the chief speakers at the Girard Life agency meeting at Washington, D. C., Feb. 3.

F. H. Loweree, secretary of the Monumental Life, of Baltimore, has been elected a director of the Union Trust Company of Maryland.

J. C. Hall, 84, of Antigo, Wis., pioneer agent New York Life in northern Wisconsin and one of the company's oldest agents in the country, died from a stroke. He was born in New Hampshire and went to Wisconsin with his parents in 1860. In 1884 he became agent of the New York Life at Oshkosh, and for many years he was the only field representative in northern Wisconsin, using a bicycle for transport-

ation. Later he used a motorcycle, riding one up to 1925 when he bought an automobile. Since 1899, he had lived in Langlade county on a 600 acre farm near Antigo. In 1934 he celebrated his golden jubilee as New York Life agent, being guest of the company at a banquet. He continued to transact business until shortly before his death.

Homer J. Hale, until recently manager of the central Ontario branch of the Canada Life, died suddenly in California, where he and Mrs. Hale had gone following his retirement last October. He had been manager since 1914 and has built one of the company's largest organizations. His son, Vernon C. Hale is now manager.

J. R. Hardin, president Mutual Benefit Life, was elected president of the Essex Club of Newark for his 27th term. H. K. Corbin, executive vice-president Fidelity Union Trust Company, and president Interstate Insurance Company, was elected to the board of governors.

A luncheon was given by H. D. Krafft, manager of the Provident Mutual in Washington, D. C., in honor of **Albert Stabler** on his 50th anniversary as an agent. He signed his first contract Jan. 7, 1889. He later became district manager and was appointed gen-



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eral agent Jan. 1, 1907, which position he held until 1918. During the last 21 years he had been a personal producer. He has placed about \$7,500,000 of business in the District of Columbia. He is active in the Quaker field, being former head of the Friends Meeting House in Washington, D. C. C. E. Bond of Sandy Spring, Md., was Mr. Stabler's first policyholder. He extended greetings. F. C. Morss, manager of agencies of the Provident Mutual, presented Mr. Stabler with a gold pin. F. J. Stryker, president Columbia National Bank, was present and spoke. Dr. H. A. Fowler, prominent Washington physician and a policyholder, was also in attendance.

Roy Tuchbreiter, vice-president Continental Casualty and Continental Assurance, arrived in Los Angeles for a vacation stay of a few days.

Mr. Tuchbreiter will not return to his office until the first of March. He remains closely confined to business during the summer time and takes his vacation during the winter.

H. A. Woodward, manager accident and health department Old Line Life of Milwaukee, is on a month's vacation in Lakeland and Bradenton, Fla.

Lyman E. King, former New England Mutual general agent at Topeka, Kan., past president Kansas Life Underwriters Association, who is now located in Dallas with the company, has been voted the "silver beaver" award by the Topeka Boy Scout council. He was a regional Boy Scout officer with headquarters in Omaha, resigning some 14 years ago to enter the life business with the New England at Topeka, and going to Dallas last June.

J. N. Fletcher, San Antonio, Tex., Great Southern Life agency supervisor, was selected by a committee as the outstanding young man of that city. He has been vice-president of the junior chamber of commerce and active in promoting slum clearance. He is chairman San Antonio housing authority, president San Antonio Life Manager's Club, vice-president Bexar County Tuberculosis Association and active in many other organizations.

James H. Daggett, vice-president of the Old Line Life of America, Milwaukee, was reelected president of the Milwaukee county community fund and council of social agencies. Reelected on the board were Victor Stamm, general agent Northwestern Mutual Life, and B. Van Brunt, Mutual Life of New York. Corporate members reelected include M. J. Cleary, president; Edmund Fitzgerald, vice-president, and J. T. Gallagher, all of the Northwestern Mutual Life, and A. E. Mielenz, general agent Aetna Life.

Nephi L. Morris, secretary-treasurer Pacific National Life, was elected president of the Salt Lake City board of education. He has been a member of the board since 1934, and vice-president for two years.

H. C. E. Johnson, Interstate Life & Accident, has been elected president of the Chattanooga, Tenn., junior chamber of commerce. Charles Bader, also of the Interstate, was elected treasurer, and Tom Wrenn, Provident Life & Accident, secretary. Cliff Bowers, Chattanooga insurance man, was elected a director.

W. R. Halliday, widely known consulting actuary and former vice-president and actuary of the Southern States Life, died unexpectedly in Philadelphia Jan. 11. He was one of the older school of actuaries who came to this country from Scotland, although he came here quite a few years later than the first of the Scottish contingent. A brother, Frank Halliday, is underwriter at the Acacia Mutual home office.

After leaving the Southern States Life Mr. Halliday became a consulting ac-

tuary in Chicago. Of recent years his activities centered in Seattle but recently he and Mrs. Halliday went to Philadelphia to put their 14-year-old son in school. Mr. Halliday continued his consulting work in Philadelphia, also in Delaware and Washington. Funeral services were held in Washington and burial was there also.

Edward B. Raub, president Indianapolis Life, was elected a director of the Indianapolis chamber of commerce.

L. V. Drury, recently appointed manager Philadelphia office, has been with Sun Life of Canada since 1924. For the past nine years he has managed the Peoria branch which includes all Illinois counties except Cook. During that time it rose to 10th place among the company's American branches and 19th place among the company's 137 agencies in different parts of the world.

In charge temporarily at Peoria will be Norman E. Gatsch, agency assistant.

The Philadelphia branch did the largest volume of business during 1938, leading the 45 offices maintained in the United States.

Stratford Lee Morton, St. Louis general agent for the Connecticut Mutual Life, has been reelected treasurer of the Better Business Bureau of St. Louis.

J. F. Guthrie, an agent of the Mutual Benefit Life in the Johnston & Clark agency at Detroit, led the company last year in number of lives written. He was second in volume for the agency last year. He is 33 years of age. Last year was the first full calendar year to which he has devoted all his time to life insurance selling. His record last year was 158½ lives.

Some 300 business associates and friends honored **John A. Tory** and Mrs. Tory at a dinner in Toronto, marking his retirement as manager of the Sun Life's western Ontario agency, and his election as a director of the company. W. S. Penny, agency director, presided, and others from head office included: Arthur B. Wood, president, and Mrs. Wood; E. A. MacNutt, vice-president; G. W. Bourke, actuary; J. A. McAllister, superintendent of Canadian agencies; C. E. Reid, superintendent of eastern United States agencies. Dr. H. M. Tory, president of the National Research Council of Canada, and a brother of John A. Tory, was present.

DEATHS

Mrs. Emma B. Bellis, 82, Indianapolis, widow of William K. Bellis, former insurance executive and founder of the Reserve Loan Life, died.

H. D. Stripe, 51, assistant manager of the Des Moines office of the John Hancock, died of injuries suffered when he was struck by an automobile in November. He had been with the John Hancock for 13 years.

Henry N. Miller, formerly agent at Lincoln, Neb., for the Central States Life and for a number of years vice-president and conservation manager for the Fidelity Life of Phoenix, Ariz., died in the latter city.

Benjamin P. Clark, 78, philanthropist, who was treasurer of the Massachusetts Savings Bank Life Insurance League, died in Boston.

George T. Forrest, 85, for years a salesman in Memphis, Tenn., for the Phoenix Mutual Life, died at the home of a daughter in St. Louis.

Revise South Dakota Laws

The entire laws of South Dakota are being revised in five volumes. The volume containing the insurance laws has already passed the house. There is no change in the substantive law. It is merely a rearrangement and clarification.

"Why don't you get under, too, Dad?"

\$200 EVERY MONTH FOR YOUR FAMILY... \$200 every month for 20 years, taking the place of your pay-checks till your youngsters are grown and educated. Then a fund to support your wife as long as she lives.

\$200 EVERY MONTH FOR YOU for the rest of your life after you reach 60 or 65. An assured income freeing you from financial worry, so you can relax and really enjoy life—golf or fish or travel or just whistle!

ONE EASY-TO-OWN POLICY offers you all this protection for your family and yourself! Send the coupon for full, interesting details on the new "Complete Protection Plan."

The UNION CENTRAL LIFE Insurance Company

A \$300,000,000 Institution... Founded in 1867

Please send me, without the slightest obligation on my part, your booklet describing the new Complete Protection Plan.

NAME _____ ADDRESS _____ CITY _____

Mailed to The Union Central Life, Dept. T-78, Cincinnati, Ohio

Complete Protection takes the spotlight!

STARTING in December, Union Central focuses its powerful national magazine advertising on the "Complete Protection Plan"—a complete program in a single policy, with a double-barreled sales punch!

Complete Protection combines *both* of the appeals that make a father want to buy life insurance. (1) \$200 a month for his family if he dies. (2) \$200 a month for *him* if he lives to retire.

In the brief time that this attractive plan has been available, it has already proven itself to be extraordinarily effective with better-type prospects. Now, backed by extensive advertising, the Complete Protection Plan promises to make 1939 an outstanding new business year for Union Central field men.

The UNION CENTRAL LIFE Insurance Company
CINCINNATI, OHIO

Mutual Life Advertising
continues its appeal to the Agents' natural
calendar of life insurance opportunities.

Here is the January, 1939
message—in magazines with a total
circulation of 6 millions, serving as a nation-
wide introduction of Mutual Life repre-
sentatives to "home budgeteers" everywhere
—with its timely appeal to them to begin
now to arrange family financial affairs and
include more *life insurance*.

FIRST POLICY ISSUED



FEBRUARY 1, 1843



Home Budgeting Season

A HUSBAND AND WIFE who have never made and put into effect a Budget Plan for their home and family life have missed a very interesting experience.

When such a plan is agreed upon and carried on properly it increases home harmony and prosperity because it organizes both spending and saving in a successful way.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK has an attractive "Family Budget Book" which many have pronounced to be the basis of happy and profitable discussions and transactions wherever it is being used.

This 32 page book is really a little "chancellor of the exchequer" which benefits everyone and stands guard over the family dollar to see that it is used most wisely and goes farthest.

You cannot appreciate this little book until you see it. In the hope that it will be of assistance to you as it has been to others, it is being offered for a limited time to friends and prospective friends of the agency representatives of THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK without charge.

. . .

When a MUTUAL LIFE representative in your community calls on you ask for one of these Family Budget Books along with "The Dollar that Keeps on Growing", our equally interesting book about life insurance. Or send to the address below and learn how these two important publications may enable you to combine provisions for today's and tomorrow's needs in a new way.

The Mutual Life
Insurance Company of New York
DAVID F. HOUSTON, President
 34 Nassau Street, New York

FIRST POLICY ISSUED



FEBRUARY 1, 1843

An advertisement by The Mutual Life Insurance Company of New York



COMMONWEALTH
LIFE'S plan of
Cordial co-operation
FROM THE HOME OFFICE
HELPS TO BUILD BIGGER
INCOMES



S
SALESMEN
ARE COMING WITH
COMMONWEALTH

because its aggressive,
agency-minded sales help
plan is enabling agents to
consistently write more in-
surance.

If restrictive regulations or
policy limitations are block-
ing your way to a bigger in-
come, get the full facts about
the new opportunity which
awaits you by writing to

WALTER S. SCHNEITER
Secretary of Agencies

Commonwealth
Life
INSURANCE COMPANY
HOME OFFICE
LOUISVILLE • KENTUCKY

NEWS OF THE COMPANIES

Federal Life Facts in Its Examination

In the recent convention examination report of the Federal Life of Chicago there were some features of especial interest in view of the storm and stress period through which all companies have passed in recent years. For example, Federal Life now possesses special funds and free surplus amounting to \$1,250,000 which gives it ample financial ballast with which to work. It has believed in putting up adequate reserves all along the line to meet every contingency. President Isaac Miller Hamilton has seen to it that every legal obligation, contingent or direct, is well provided for.

During these trying years, starting with 1931, the Federal Life has made a profit on its accident business. It does what might be called a multiple line accident business in that it writes commercial, monthly payment, newspaper, hospitalization contracts and the like. It has not written noncancellable policies for some years other than where the aggregate amounts are limited. In some departments like newspaper policies, for instance, the loss ratio is naturally higher but the expense ratio is lower than usual. As a result the company realizes a handsome profit thereon. Altogether the Federal Life has given a very good account of itself. Since the examination report it has made even more progress than was indicated in that document. The last part of 1938 was very gratifying to the management.

Acacia Mutual Hits the Four Hundred Million Mark

The Acacia Mutual Life has passed the \$400,000,000 mark in insurance in force. Its new paid for business last year was \$38,000,000 and its insurance in force increased \$13,500,000 to \$401,000,000. The assets are \$80,000,000, an increase of 10 percent. In 1926 the Acacia Mutual reduced its premium rates very materially and since it has increased its insurance in force over 100 percent. Assets are over 375 percent and surplus more than 125 percent.

At the annual meeting last summer the agents promised President William Montgomery as a tribute to his 45 years of service as directing head the attainment of the \$400,000,000 mark by the year's end. December was President's Montgomery's natal month and hence special effort was made at that time. A national convention will be held next summer for agents who qualify. The annual managers conference is being held at Palm Beach, Fla., this week.

North American Life Shows Progress in All Departments

At the annual meeting of the North American Life of Chicago President E. S. Ashbrook reported that for the fourth consecutive year the company showed a substantial increase of insurance in force, new paid for business in 1938 being \$10,365,642. For the third consecutive year it reported an increase in assets, which total \$13,150,000, increase of \$350,000.

The bond account as of Dec. 31 stood at \$4,048,634, an increase more than \$600,000. Government bonds amount to \$500,000. The mortality ratio was 54 percent. The real estate sales for 1938 were more than for the combined years of 1936 and 1937.

Mr. Ashbrook stated, "Viewed from every angle of company activity and finance 1938 brought to the North American Life a larger measure of success and constructive accomplishment than did any of the preceding seven."

He reported that since 1935 the assets have grown from \$12,339,732 to \$13,150,000; insurance in force from \$59,053,182

to \$65,705,000; and further stated that he firmly believes that the immediate and the long range outlook for the life insurance business in general and for his company in particular is more favorable than at any time since 1931.

All officers were re-elected. The management has been continuous since its inception in 1907, each senior and junior officer averaging more than a quarter of a century of service.

Suit Calls for Accounting

ST. LOUIS—The Kentucky Home Mutual Life filed a suit in the federal court here seeking an accounting under an alleged insurance agreement between the Inter-Southern Life and Home Life of Little Rock, said to have been entered into in 1930. The petition stated the Home Life agreed to pay the Inter-Southern 3 percent of renewal premium income and 15 percent of the gain from mortality savings, and that in connection with the agreement the Inter-Southern paid the Home Life \$50,000. The Home Life was reinsured by the Central States Life of St. Louis in 1931.

W. R. Martin in New Position

W. R. Martin, who has resigned as agency supervisor of the Illinois Bankers Life of Monmouth, Ill., after having been connected with it for five years, is joining the Wisconsin National Life of Oshkosh as agency supervisor in both life, accident and health departments for southern Illinois, covering all territory south of Springfield. He has had much field experience in life, accident and health work. He will make his headquarters at St. Louis. He has a large acquaintance throughout the territory and is energetic in his work.

Reports on Great States Life

Great States Life, an assessment company of Bloomington, Ill., had assets \$279,168 and net surplus \$29,812 as of May 31, 1938, according to the report of an examination conducted by the Illinois department. L. B. Martin, assistant secretary, is the principal active officer. Policy reserves amounted to \$231,261. Insurance in force was \$2,694,601. For the first five months of 1938, premiums amounted to about \$25,000, total income was \$30,156 and total disbursements \$18,913.

Beals with Dunbar Mutual

The Dunbar Mutual of Cleveland, has appointed Claude C. Beals, former chief examiner of the Ohio insurance department, associate counsel. The society is headed by M. C. Clark, president, formerly connected with the insurance department, and other prominent negro business and professional men of northern Ohio cities.

With the aid of Detroit and New York financial interests a legal reserve life company will be organized soon with home offices located in Ohio.

United of Chicago Is Audited

Assets of United of Chicago, the life and accident and health company, as of June 30, 1938, amounted to \$560,673, capital \$200,000 and surplus \$29,295, according to a report of an examination that was conducted by Illinois, Ohio and Indiana. Since the last examination was conducted as of Sept. 30, 1935, United has made substantial gains. Its life insurance in force has increased from \$5,072,853 at that time to \$9,832,886 and its accident and health premium volume has increased from an average of \$34,523 a month to \$56,475 a month.

Losses incurred in the accident and health department have been favorable. Administrative and acquisition expenses of the combined departments appear to be moderate, the examiners state. During the years, the company has reinsured several other institutions including Midwestern Life of Gary, Ind.; 20th Century Life of Chicago, Lincoln Metro-



General Mutual's SOCIAL SECURITY CONTRACT

Who are your best prospects? The wage earner and salaried workers in your community. They want a life contract that adds to their Social Security. That's why General Mutual's Social Security Contract is so popular, so easy to sell. Unusually liberal commissions for recognized agents.

... Write today for full details.

**THE GENERAL MUTUAL
LIFE INSURANCE CO.**
VAN WERT, OHIO • C. M. Purmort, Pres.



PROVIDENT LIFE INSURANCE CO.

Essentially a policy-
holders' company,
reared to sound ma-
turity on the prin-
ciples of conserva-
tism and safety. A
steady gain in each
of our 22 years, tells
its own story.

General agencies are available to responsible representatives in North Dakota, South Dakota, Montana, Idaho, Washington, and Oregon.

Home office—Bismarck, No. Dak.
Western office—Portland, Ore.

politan Casualty of Cleveland, United States Mutual of Chicago, Great Northern Casualty of Chicago, Savings Fund Life, Anderson, Ind. O. T. Hogan, president; A. D. Johnson, secretary; H. G. Rockwood and G. B. Hiser, vice-presidents, are the principal officers. United Life carries a policy of \$17,000 on the life of Mr. Johnson.

The net life insurance reserve amounted to \$239,604. The claims liability in the accident department was \$11,893, unearned premiums \$29,568.

For the first six months of 1938 ordinary premium income in the life department was \$16,883, industrial \$108,069, total income \$124,596, total disbursements \$102,859. During the same period in the casualty department net premiums were \$338,849, payments to policyholders \$99,104, loss ratio 28.77.

For the entire year 1937 total income in the life department was \$277,304 and in the casualty department \$623,304.

Loyal Protective's Contest

The Loyal Protective of Boston is running a "World's Fair Contest" for its agency force in the United States and Canada. A certain quota of accident and health and life business en-

titles the agent to go alone, and a higher quota to take his wife with him. As no fixed time is set, each agent can go as soon as his quota has been reached. Western agents will go to the San Francisco fair and eastern agents to the New York fair.

New American Standard

The Union Cooperative Life of Washington, D. C., has changed its name to the American Standard Life. It was chartered in 1924.

Weaver Named Vice-president

SPOKANE, WASH.—Frank P. Weaver, general counsel Great Northwest Life since 1933, and a director for two years, has been elected vice president.

The Home State Life reports a mortality rate of 30.5 percent in 1938.

Miss Mildred King of the G. E. Lackey general agency of the Massachusetts Mutual Life in Detroit spoke to the Business & Professional Women's Club of Ferndale, Mich., on "Annuities and Insurance for Business Women."

LIFE AGENCY CHANGES

Serrill Minneapolis Manager of American Mutual Life

J. D. Serrill of Minneapolis, president of the Minnesota Association of Life Underwriters and formerly president of the Managers & General Agents Club of



J. D. SERRILL

Minneapolis, has been appointed general agent for the American Mutual Life of Des Moines.

Mr. Serrill, a native of Ohio, first entered life insurance in 1912 with the Toledo agency of the Mutual Life of New York. He became a superintendent of agents of that company but resigned in 1925 to join the Cleveland agency of the Sun Life of Canada. His personal record led to his transfer in 1929 as manager of the St. Paul office, and in 1933 he assumed charge, also, of the Sun Life's Minneapolis office.

Among Mr. Serrill's achievements is his record of having paid for in excess of \$1,000,000 of business for two consecutive years.

The American Mutual office is located at 1451-1453 Northwestern Bank building.

OTHER APPOINTMENTS

Other new additions to the general agency staff of the American Mutual Life have been announced.

E. C. Norton was named as general agent for Alton, Ill., and territory surrounding. His experience covers a period of 12 years, all with the Mutual Life of New York, and for seven of those years he has been located in Alton. His headquarters are at 503 First National Bank building.

Harry V. Shelton has become general agent at Springfield, Mo. His first connection in life insurance was with the

Kansas City Life in Springfield. He remained with that company four years. His last affiliation was with the Bankers Life of Nebraska as general agent, which position he now resigns. The office in Springfield is located at 510 Landers building.

Rivers Is Transferred as Manager at Oklahoma City

J. W. Rivers, San Francisco manager of the Union Central, has been transferred to Oklahoma City as manager. He succeeds Earl Reed who will devote his time to personal production.

Mr. Rivers has had many years' life insurance experience, having been in the field for some time in the southwest. Then he became agency supervisor and subsequently assistant superintendent of agencies of the Union Central at the home office. He was sent to San Francisco as manager more than two years ago. His successor as manager there has not yet been announced.

Cummins Named Supervisor

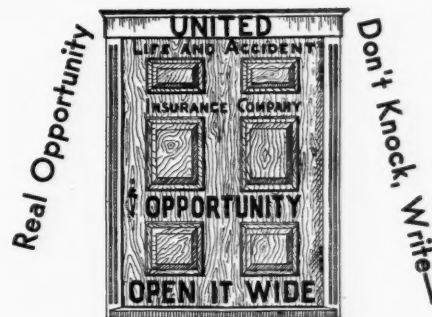
W. T. Cummins of Minneapolis was appointed field supervisor by the Occidental Life of Los Angeles, working out of the Minneapolis office of M. F. Wagner, state manager. He formerly was connected with the company starting in 1929 as agent. In 1930 he became state organizer in North Dakota and from 1932 to 1934 was state manager. Illness, due to accident, forced him to give up his duties. On recovery he was associated with the Provident Life and Mutual Life of New York. Late last year he returned to the Occidental.

Mathieu with Kansas City Life

SAN FRANCISCO—D. R. Mathieu has been appointed special representative for the Hunter & Hunter agency, Kansas City Life, as special representative for the agency's army business in the 9th Corp area, Presidio, here. Mr. Mathieu was formerly field superintendent for Ohio National Life in the western division. He has had a long experience selling life insurance in army circles.

Opens Life Department

Due to the necessity for additional space, to properly service its agency business in the state of Indiana, the Interstate Agency (Ramey Service) is moving its offices to 701-11 Illinois building, Indianapolis, in larger quarters made necessary by growth of the agency business. A life insurance department



THIS may be your real opportunity—don't knock. Simply write to the Agency Department of the United Life and Accident Insurance Company for the full story about our combination contract—life, containing double and triple indemnity, with weekly accident protection, non-cancellable and non-proratable.

United Life and Accident Insurance Company agents increase their earnings selling this combination life and non-cancellable accident insurance.

Do you want to increase your earnings?

OPPORTUNITY KNOCKS—ACT NOW

Address your letter to:

William D. Haller, Secretary and Agency Manager
United Life and Accident Insurance Company
Concord, New Hampshire

*A typical Experience record which illustrates how the "Golden Rule Contract" boosts an agent's earnings in a given territory.



What future does your territory hold in store for you? This man never really knew until he saw his field through the "Golden Rule Contract." Living in a city of 75,000 population, he earned, last year, future renewals on half a million of insurance produced by men he recommended to the company, and a cash bonus of \$1,040 on their efforts. Added to this substantial income he had commissions on his own personal production, with vested renewals for 15 years. The Golden Rule Contract offers the same opportunity to every good producer.

*Name furnished to parties interested in this contract.

The **COLUMBUS** *Mutual Life*
INSURANCE COMPANY
Columbus, Ohio

is being added under supervision of N. H. Coulon, and an addition has been made to the claims department. Mr. Coulon was assistant manager of the Travelers for nine years in Indianapolis.

Kidd Supervisor in New York

F. H. Kidd becomes supervisor in the 225 Broadway agency, New York, of Continental American Life. He has been associated for some months with this office. Mr. Kidd entered the field in 1931 at Newark, later was supervisor in Brooklyn for three years, and also has had home office experience.

R. E. Goewey is manager of the New York office.

Has Home Office Agency

Edwin J. Bangasser has been appointed general agent in the home office territory for Bankers Mutual Life, with headquarters in Freeport, Ill.

Porter Goes to Fort Wayne, Ind.

Fred C. Porter, Jr., has become agency director of the Fort Wayne, Ind., branch office of the New York Life, covering northern Indiana. He was transferred from Dayton, O., where he was agency organizer covering southern Ohio.

Duncan Now General Agent

SPOKANE—Leslie J. Duncan is now general agent of the Penn Mutual Life here.

Hathaway Goes to Spokane

Harold Hathaway, formerly with the Reliance Life at Denver, was appointed general agent by the Minnesota Mutual Life at Spokane. His territory will be eastern Washington.

Litz with Franklin Life

The Franklin Life has appointed A. W. Litz as manager of middle Tennessee and Kentucky, with headquarters at Nashville. He was graduated from the University of Tennessee in 1922, and started to work for the state department of agriculture as county agent. He entered the life insurance business in 1924, and in 1927 opened Tennessee and Kentucky for the Great Southern Life. He joined the Franklin Life when the Great Southern withdrew from Tennessee and Kentucky to concentrate on a smaller area.

W. G. Baker Goes to Houston

W. G. Baker has been promoted to general agent in Houston by the Franklin Life of Springfield, Ill. His first contract with the Franklin was made in 1932 as a member of the Guy A. Cowden Agency at Springfield, Mo. In 1935 Mr. Baker was made district manager at Joplin, Mo.

Gummere General Agent

KANSAS CITY—R. S. Gummere has been appointed general agent for southern Ohio by the Kansas City Life with headquarters in Dayton. He entered life insurance work in 1928, being successively field assistant and branch manager.

Miss Sabell Bruce is now handling the brokerage and surplus lines for the E. F. White agency of the Connecticut Mutual Life in Dallas.

R. W. Campbell has joined the Standard Life of Jackson, Miss., as associate manager for the home office agency.

Wins Life Membership

Max M. Matusoff, of Cleveland, insurance trust expert and golf champion, has qualified as a life member of the Million Dollar Round Table of the National Association of Life Underwriters. He is the leading producer of the Mutual Benefit in Cleveland, having sold more than \$1,000,000 of insurance in each of the past three years. He was first to qualify in 1939, having reached the required amount in seven months.

John Hancock Supervisor for Dallas and North Texas



D. L. EDGECOMB

The Ricks Strong Agency of the John Hancock Mutual Life, at Dallas, announces the appointment of D. L. Edgecomb as supervisor for Dallas and north Texas. He has been with the agency since its organization and his promotion is due to substantial increase in business. In December Mr. Strong's agency produced \$1,087,000 of new business. This was the first time the agency has ever written a million in a single month.

Before joining the Strong Agency Mr. Edgecomb was a member of the regional director's staff of the Farm Security Administration as well as trust officer of the Texas rural communities and the Oklahoma Rural Rehabilitation Corporation.

Mr. Edgecomb graduated from Oklahoma A. & M. College, studied law at National University in Washington, D. C. and received his law degree from the Jefferson University of Law in Dallas.

He is active in the Dallas junior chamber of commerce, is an officer of the Kappa Sigma Fraternity Alumni Club of Dallas, was a vice-chairman of Division B in the recent community chest campaign and is a director of the Dallas Association of Life Underwriters.

He paid for over a quarter million of business during 1938.

Columbian National Award

The Columbian National Life has awarded the "Victory Trophy" to the Quinby agency of Boston, which produced the largest volume of paid life business during the last three months. Competition was keen with the Beardslee agency of New York City, and Lamb agency of Chicago as close competitors. The trophy will be presented to Mr. Quinby at a dinner in Boston, Jan. 24.

STOCKS

H. W. Cornelius of Bacon, Whipple & Co., 135 South La Salle street, Chicago, gave the following stock quotations for life companies as of Jan. 17, 1939:

	Par	Div.*	Bid	Asked
Aetna Life	10	1.35*	27	29
Central, Ill.	10	...	9	12
Cent. States Life ..	5	...	2 1/2	3 1/2
Columb. Nat. L.	100	...	65	72
Conn. General	10	.80	25	27
Contl. Assurance ..	10	2.00	37	39
Federal Life	10	...	4 1/2	5 1/2
Great Southn. L.	10	1.30	21	23
Kan. City Life	100	16.00	350	375
Life & Cas.	3	.50	12	14
Lincoln Natl.	10	1.20	25	27
New World Life	10	.40	3 1/2	4 1/2
No. Amer. Life	10	...	2	2 1/2
N. W. National	5	.30	12	14
Ohio National	10	1.25	25	27
Old Line Life	10	.60	10 1/2	12
Philadel. Life	10	...	2	2 1/2
Sun Life, Can.	100	15.00	430	460
Travelers	100	16.00	445	460
Union Cent. Life ..	20	1.20	25	30
Wis. National	10	1.00	15	17

*Includes extras.

LIFE SALES MEETINGS

Announce Program of General Agents

Program for the annual conference of Massachusetts Mutual General Agents Association, to be held Feb. 1-3 at Palm Beach, Fla., is now complete. C. W. Reuling, of Peoria is president and will be chairman of the opening session, at which B. J. Perry, president of the company, will give his annual address, and Vice-president Joseph C. Behan will introduce new general agents. In the second part of the morning session, a sales manager of national reputation will address the conference on the opportunities, responsibilities and technique of successful salesmen, carrying through on the conference theme, "1939 the Salesman's Year." "The General Agent's Job" will be analyzed in an address by C. O. Fischer, vice-president.

Dinner With No Speeches

With no speeches, the annual dinner will be held the second evening when President Perry will present 25-year service emblems to C. O. Fischer who was general agent at Peoria and at St. Louis for 22 years before being elected to his present position, and to A. H. Challiss, J. F. Davies and H. I. Davis, general agents at Seattle, Baltimore, and Atlanta, respectively.

Vice-president Behan will be chairman of the third morning session, when Harry Peirce, actuary, will discuss the retirement income contract. Led by L. E. Simon, general agent, New York, "Sales Ideas That Work" will be presented, with 10 general agents contributing.

The second part of the morning program will be devoted to "Selection of Agents," directed by A. K. Kurtz of the Sales Research Bureau.

Lawrence Simon Chairman

General Agent L. E. Simon will be chairman of the last morning session when members of the home office agency department staff will review activities since the previous conference, and will present the new visual recruiting procedure. Closing the session, M. R. Orr, Philadelphia general agent, will describe various plans successfully used in developing his agency organization, under the title "It Can Be Done."

At last session Mr. Reuling will be chairman. After election and installation of officers "My Company" will be the subject of an address by John F. Cremen, Washington general agent, and Vice-president Joseph C. Behan will close the meeting in his characteristically happy vein.

Aetna Life Agents in Two States in Conference

MILWAUKEE—The annual field conference of Aetna Life agents of Wisconsin and Upper Michigan was held here for three days under direction of A. E. Mielenz, general agent. Alvin Moser, agency supervisor, presided at the opening session. Mr. Mielenz reviewed accomplishments. Accident and health was discussed for a half day and the group in the afternoon, R. W. Dwyer being chairman.

The last two days were given over to the life department. E. P. Krasche, supervisor northern district, and M. G. Huber, Hartford, presided at the sessions. Speakers included R. B. Coolidge, supervisor of agencies, Hartford, and C. F. Smaha, field supervisor. Dwight Teas, Wisconsin Rapids, was toastmaster at a banquet, the speaker being Paul Speicher, Research & Review, Indianapolis.

The annual banquet of the Olean, N. Y., agency of the Provident Mutual Life was held. Clifford E. Carpenter, general agent, presided and Ernest A. Farrington, home office agency assistant, attended.

Northwestern Had Agencies in Session

Two field meetings of Northwestern Mutual Life agents were held, and a third will be conducted at Minneapolis Jan. 23-24.

M. J. Cleary, president, was principal dinner speaker at the annual meeting of the agency force of the Cameron & Carroll agency in Oshkosh, Wis., which covers central Wisconsin. M. A. Carroll, associate general agent, and L. J. Evans, assistant director of agencies from the home office, conducted the afternoon session. District agents met in the morning.

President Cleary emphasized the great confidence in life insurance to which he ascribed, along with latent buying power, the fine record of life companies in December. The Northwestern Mutual, he said, set an all-time high in December, 1938, with more than \$55,000,000 issued and \$45,800,000 paid-for business.

Others who spoke were Louis Schriber, resident trustee of the company, and E. J. Dempsey, Oshkosh, attorney. Mr. Carroll announced awards to agents. Lyle O'Connor, Oshkosh, for the fourth consecutive time was volume leader in the agency with \$504,776; M. F. Schwin, Beaver, Dam, largest number of lives, 106; Forrest Huth, Seymour, largest paid-for amount, and H. C. Patri, Omro, largest number of lives by part-time agent.

Iowa Association Gathers

The Iowa Agents Association of the Northwestern Mutual met at Sioux City, Ia. Attending from the home office were Edmund Fitzgerald, vice-president; Grant L. Hill, director of agencies, and W. R. Chapman, assistant director. The Scott Burpee general agency was host Members of the other Iowa and Nebraska and South Dakota agencies attended. L. P. Schwinger is president and E. W. Egan secretary-treasurer.

Messrs. Hill and Chapman spoke. A. D. Fogarty, president Ariston Club, an honor group open to Iowa agents, was chairman of the luncheon sponsored by the J. J. Hughes general agency, Des Moines, and Mr. Fitzgerald was principal speaker.

R. C. Montgomery was afternoon chairman. A clinic on "Getting Set for '39" was conducted by Mr. Burpee and J. H. Copeland, general agent, Davenport. The general agents were hosts at a banquet.

The Ariston Club held a breakfast the second day. Russell Buss was chairman of the session in which clinic was held, with Mr. Hughes and R. H. Pickford, general agent at Cedar Rapids, in charge, the speaker being Mr. Chapman on "It's Your Job." Mr. Hill summed up.

W. M. McKercher, retired general agent at Sioux City, a charter member, reviewed the association's history. Herman Fricke, veteran agent and large producer of Omaha, and Ross Beekman, outstanding Sioux City agent, spoke on the company and the agent's responsibility to policyholders. Four clinics were presented by members of the Sioux City, Des Moines, Davenport and Cedar Rapids agencies. L. P. Schwinger, large producer of Waterloo and 1938 association president, presided. Visiting general agents were J. J. Hughes, Des Moines; R. H. Pickford, Cedar Rapids; J. H. Copeland, Davenport; K. M. Snyder, Omaha; R. L. Theisen, Lincoln, Neb.; W. S. Burnette, Sioux Falls, S. D., and C. R. Garrett, previously general agent at Sioux City, now general agent at Peoria, Ill. Arrangements were handled by Scott M. Burpee, Sioux City general agent, and E. W. Egan, association secretary-treasurer.

The annual all-state meeting of Minnesota general agencies will be held in

Minneapolis Jan. 23-24, with the Ralph Hamburger agency as host. Company officials who will attend will include Messrs. Fitzgerald, Hill, Chapman and Harry Ricker, assistant secretary.

Schools of Instruction to Be Held by Bankers, Ia.

DES MOINES.—Ninety-four Bankers Life of Iowa agents qualified in 1938 for the "President's premier" club, top honor group. The leaders will attend a school of instruction in San Francisco Feb. 27-March 1.

Leader was George A. Specht of Minneapolis agency, who signed his contract with Bankers Life in April, 1937, and climbed from fifth place Dec. 1, 1938, to first in the final 30 days.

Two hundred Bankers Life fieldmen qualified as "regionnaces" in 1938. Eastern regionnaces will open the series of schools at Columbus, O., Feb. 20-21. Western regionnaces will gather at a school Feb. 23-24 in Denver. The Premier club meeting in San Francisco will conclude the series.

W. K. Niemann's Des Moines agency led in 1938 in volume of new business written and cash first year premiums collected for the third consecutive year in volume leadership. The other nine top agencies in 1938 were San Antonio, Chicago, Pittsburgh, Cedar Rapids, Indiana, Minneapolis, Madison, San Francisco and Lincoln.

Webster Agency Exceeds Quota in 1938

PITTSBURGH, PA.—The Steacy E. Webster agency of Provident Mutual exceeded its quota in 1938, showing a gain of 15 percent over 1937. It was the biggest year since 1932, it was revealed at the annual meeting.

December business was 241 percent over December, 1937. Speakers included F. W. Ries, Jr., Canada Life Assurance at Pittsburgh; Leonard C. Ashton, vice-

president and secretary, and E. Milnor Bechtel, agency assistant Provident Mutual, Philadelphia.

William H. Goehring, who for the last 26 years has led the agency continuously, qualified for the Provident round table luncheon.

Provident Life & Accident New Orleans Convention

NEW ORLEANS.—Field representatives of the life department, Provident Life & Accident of Chattanooga, were honored by company officials, headed by President R. J. Maclellan at a gathering here this week. Dr. D. W. Daniel, dean of Clemson College, S. C., noted pundit, was the featured speaker at the opening banquet.

W. Roy Parsons, district manager for the C. M. Earley general agency in Norfolk, received the cup as president of the Country Club, an honor going to the leading producer at the close of 1938. He is likewise a member of the President's Club, highest agency honor organization. J. E. Cassell, Concord, N. C., associate of the F. M. Hico general agency, Charlotte, won the vice-presidency of the Country Club for the best individual persistency record upon business written to qualify in previous clubs. The home office life agency was doubly honored as the agency showing the greatest gain of life insurance in force, and for winning the conservation trophy. W. Carl Dyer was an invited guest to receive the cup.

Members of the President's Club for 1939 include W. Roy Parsons, Va.; H. Grice Hunt and J. Cland DuPree, S. C.; A. J. Lewis, N. C., and E. O. Martin, Tenn.

In addition to the business sessions the party enjoyed sightseeing and entertainment.

Home office officials taking part on the program include President Maclellan, W. C. Cartinhour, vice president and secretary; R. L. Maclellan, vice-president in charge of the life department; Dr. C. R. Henry, medical director; K. B. Piper, actuary; Sam E. Miles, agency manager, life department, who was convention chairman; R. L. Chapman, assistant secretary; H. O. Maclellan, manager of the salary savings division; Bart Leiper, manager advertising and sales promotion; and R. E. Michaels, manager conservation.

Lawrence Agency in Rally

NEWARK.—The annual dinner meeting of the H. C. Lawrence agency here of the Lincoln National Life was attended by the entire agency and office staff.

Following dinner A. H. Hammond, superintendent of agencies, talked on "Unique Sales Slants," and A. L. Dern, vice-president and director of agencies, gave a resume of the company's progress.

Mr. Lawrence presented W. S. Fletcher a pen and pencil set for being the most valuable agent in 1938, another to R. T. Bireley, New Brunswick, N. J., as largest producer in 1938 among first year men. He received a similar prize from Mr. Lawrence. Mr. Lawrence is president New Jersey State Life Underwriters Association and past president Life Underwriters Association of Northern New Jersey.

Hall Agency Has Convention

Agents of the Equitable Life of Iowa from eastern Iowa and western Illinois met at Davenport, Ia., with H. C. Hall, general agent, in charge. Business sessions were held in the agency offices. A banquet and party closed the meeting.

Reuling & Williamson Meet

PEORIA, ILL.—The C. W. Reuling and K. E. Williamson central Illinois agency of the Massachusetts Mutual Life had a 5 percent increase in business last year over 1937, and stands eighth among the 84 agencies of the company, it was reported at the agency's annual meeting. Leaders were J.

H. Wilson, Morris Landwirth and F. E. Cavette. Home office officials attending included Seneca M. Gamble, agency assistant; A. D. Lynn, assistant director of agencies, and J. L. Marchese, manager benefit department. Paul Speicher, Research & Review, Indianapolis, was a speaker. Messrs. Reuling and Williamson were hosts at a luncheon.

Cottingham Agency Rally

SIOUX CITY, IA.—Some 25 agents from northwestern Iowa and northeastern Nebraska of the C. W. Cottingham agency, Equitable Life of Iowa, met here to plan for 1938 and receive awards for outstanding work in 1938. John Sherk, Ida Grove, and J. B. Bullock, Spencer, qualified for the agency club, and C. W. Cottingham qualified for the organization club, winning a trip to New York in July. The organization had a 25 percent increase in 1938. Franklin Gill, Jr., spoke on "Life Insurance Agents I Have Seen and Heard."

Texas Prudential Agents Meet

Representatives of the Texas Prudential from north and east Texas points held a one-day conference at Dallas. There were 75 agents from Dallas, Fort Worth, Wichita Falls, Sherman, Paris, Longview and Tyler attending. Among company officials at the meeting were S. E. Kempner, vice-president and general manager; T. E. Flick, secretary-treasurer, and R. W. Rogers. It was reported new business written in 1938 exceeded 1937.

Field Supervisors Confer

OSHKOSH, WIS.—Field supervisors of the Wisconsin National Life from five states met with company officials here to discuss plans for the year. Arthur James, vice-president and agency manager, discussed activities in 1938 and prospects for 1939. G. E. Harthun, agency assistant, presided at a round-

table. Objectives, such as recruiting of new agents, qualifications, stimulation of production, the agency bulletin, contests and numerous other subjects were taken up.

Hamlin Agency Holds Rally

BUFFALO, N. Y.—The Clay W. Hamlin agency of the Mutual Benefit held its annual meeting with S. W. Sturm, Cincinnati, and J. S. Drewry, Cincinnati general agent as speakers. Louis C. Roth led the agency for the 13th year in new volume written and led the company in 1938 with well over \$1,000,000.

Gains 4 Percent in Maryland

At the annual meeting of the Baltimore office of the New York Life it was reported business in Maryland last year gained more than 4 percent over 1937. The individual leader was F. V. Goldsborough, Jr., Baltimore, and H. R. Happe, Baltimore, was leader in number of lives.

Hold Regional at Spokane

SPOKANE.—A regional meeting was held here by the Ohio National Life. Reid Stone, supervisor of northwest agencies, Portland; Grant Westgate, assistant supervisor of agencies, Cincinnati and Guy Chiesman, branch manager here, represented the company. The Spokane agency was in fourth place last year in production volume.

Cleveland Agency Convention

CLEVELAND.—The annual meeting of the Cleveland agency of the Massachusetts Mutual Life was held with 75 in attendance. E. W. Snyder was honored for having completed 35 years' as general agent. H. E. Kinsey presided in the morning session and G. H. Schumacher at luncheon. Home office men present were L. M. Huppeler, agency assistant, and J. C. Behan, vice-president. Mr. Huppeler spoke on "Purchas-

BUILDING CONSERVATIVELY SERVING EFFECTIVELY

The THIRTY-FOURTH ANNUAL STATEMENT of INDIANAPOLIS LIFE INSURANCE COMPANY shows 1938 as another year of marked advancement for the Company.

INSURANCE IN FORCE INCREASED
OVER \$2,000,000.00

Making TOTAL INSURANCE IN FORCE
\$108,105,607.00

ASSETS INCREASED \$ 1,687,406.57

Making TOTAL ASSETS 22,094,811.82

SINCE DECEMBER 31, 1929

ASSETS HAVE INCREASED 111.3%

SURPLUS HAS INCREASED 111.2%

The percentage increase in assets and surplus is more than double the splendid average percentage of increase made by all life companies.

With a complete kit of policy contracts, including Juvenile from birth to age 10, modern sales plans, and helpful Home Office cooperation, Indianapolis Life men are equipped to build profitably and permanently.

Opportunities for Quality Underwriters in Indiana, Texas, Illinois, Ohio, Michigan, Minnesota, Iowa and California.

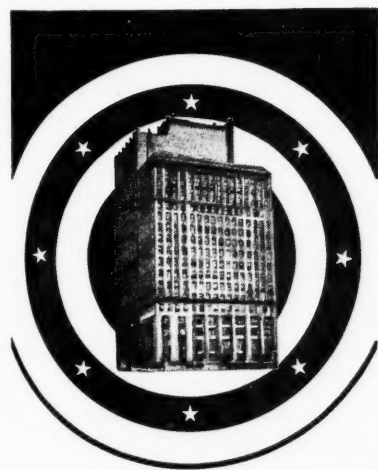
INDIANAPOLIS LIFE INSURANCE COMPANY

A Legal Reserve, Mutual Company

Indianapolis, Indiana

EDWARD B. RAUB, President

A. H. KAHLER, Second Vice-President
and Supt. of Agencies



General Agency
OPPORTUNITIES
for good personal
producers

Central Life
INSURANCE COMPANY
of Illinois

ALFRED MacARTHUR, PRESIDENT
211 WEST WACKER DRIVE, CHICAGO

ing Power In Our Territory," and Mr. Behan on "Message from the East." Mr. Snyder gave a talk. Prizes and plaques were distributed for production and service records. December was the best business month in the history of the Cleveland agency with nearly 500 applications totaling \$2,836,000.

Home Office Branch Meets

PORTLAND, ORE.—Members of the home office branch agency of the Oregon Mutual Life attended a "victory banquet" given by G. W. Schoeffel, branch manager.

Eickhoff Talks on Motivation

FORT WAYNE, IND.—Waldemar Eickhoff, general agent Indianapolis Life, was principal speaker at the monthly meeting of agents of the Lincoln National Life here. He discussed "Sales Motivation."

Pearson Agency to Meet

KANSAS CITY—The Sam C. Pearson agency of the Northwestern Mutual Life will hold its annual western Missouri agency conference here Feb. 3, with a district agents' meeting Feb. 4. Edmund Fitzgerald, vice-president, and J. J. Hughes, assistant director of agencies, will be here from the home office to discuss prospecting with agents.

Great West Life Conference

MONTREAL, QUE.—The Great West Life held a conference here of its managers from Ontario, Quebec and the maritime provinces. H. A. H. Baker, assistant general manager, and D. R. Ferguson, supervisor of field service, were present from head office.

Clark Agency Holds Meeting

A two-day agency meeting of the J. M. Clark general agency John Hancock Mutual in Peoria, Ill., was held. William Fowler, assistant to the general manager, Boston, was principal speaker.

J. E. McPherson, secretary of the risk committee of the Equitable Life of Iowa, was a guest of the Burlington, Ia., agency and spoke to 40 agents and guests at a banquet. Newell C. Day was in charge.

C. L. U.

Baltimore Institute Active

BALTIMORE.—One of the most active forces for promoting the C. L. U. designation is the Baltimore Institute of Life Underwriting, which is now in the midst of a course leading to the C. L. U. designation. Seventy agents are taking the course, which is self-supporting and has a paid faculty. The course is given at Baltimore University.

W. H. Saitta is chairman of the institute's board of directors. The faculty includes W. P. Stedman, C. L. U., dean; Clayton Demarest, Jr., C. L. U., assistant dean; E. C. Holden, trust representative, Equitable Trust Company of Baltimore; M. C. Nicholl, C. L. U.; J. Cary Thompson, Jr., manager statistical department, Mackubin, Legg & Co.; Elinor Pancoast, chairman department of economics, Goucher College; and G. S. Robertson, registrar.

The institute's courses are open to all agents in the state of Maryland and consideration is also given to persons outside the insurance business where it appears that the courses will be especially valuable to them. The present course began Oct. 3 and will conclude with the regular C. L. U. examinations June 8-10.

Butler University Course

Butler University at Indianapolis, in its business administration college, has a course leading up to the examination for the C. L. U. degree. Also satisfactory completion of the business administration life insurance courses will satisfy the regulations of the Indiana insurance department in regard to life insurance agents licenses.

NEWS OF LIFE ASSOCIATIONS

Holgar Johnson on an Extended Tour

Holgar J. Johnson, president National Association of Life Underwriters, starts Jan. 20 on a trip from the District of Columbia to Florida and in January and February has scheduled eight appearances before local and state associations. This is his first extended speaking tour of the year.

He will confer with local or state officers and committee chairmen, and address meetings of general agents' and managers' groups as well as life underwriters associations.

Mr. Johnson already has appeared in January before the Cleveland General Agents & Managers' Association, New York City Life Underwriters Association, and West Virginia State Association at Charleston.

His schedule for the remainder of January includes: Jan. 20, Baltimore-District of Columbia sales congress; Washington; Jan. 23, Columbia, S. C., Association; Jan. 24, Savannah association; Jan. 25, Atlanta sales congress; Jan. 26, Birmingham sales congress.

In February he will speak before meetings of the Florida State Association, Feb. 3-4, and the Palm Beach County Association Feb. 20 and Richmond, Va., association Feb. 28.

Oklahoma City Congress to Have Noted Speakers

OKLAHOMA—The annual sales congress at Oklahoma City Feb. 3, H. G. Kemp, program chairman, announced will include addresses by J. S. Walsh, assistant superintendent of agencies Home Life of New York, on "Client Building"; P. C. Sanborn, Boston, general agent Connecticut Mutual and chairman Million Dollar Round Table of the National Association, on "Business Life Insurance."

Other speakers are H. C. Lawrence,

Newark, general agent Lincoln National, on "What the Public Expects the Life Insurance Underwriter to Know;" W. N. Hiller, Chicago, "millionaire" agent Penn Mutual, Chicago, on "Information Please," and C. J. Zimmerman, vice-president National Association and Chicago general agent Connecticut Mutual, on "Getting Action." Upon special request, C. C. Day, Oklahoma general agent Pacific Mutual, will conduct the program.

Start Song, Slogan Contests

Prizes totaling \$500 will be offered by the National Association of Life Underwriters for an original association song, words and music, and \$100 for a slogan, as a part of the golden anniversary celebration. Steacy E. Webster, Pittsburgh, is chairman of the committee in charge. All persons are eligible. The music should be preferably a march and easily sung by a group of male voices, words should typify aims and ideals of life insurance. A jury of laymen and musicians will be announced soon. Entries should be sent to the National association, 11 West 42d street, New York City, postmarked not later than June 30, 1939, and results will be announced in August before the annual convention at St. Louis Sept. 25. A sealed envelope containing name and address of contestants should accompany each entry. Each contestant may submit two entries. Entries for the slogan contest may be submitted only by National association members containing not more than 11 words. Not more than five slogans may be submitted by an entrant.

Offer St. Louis Souvenir Cards

Special souvenir registration cards will be presented to the first 500 advance registrants from outside the host city for the golden anniversary convention of the National Association of Life Underwriters in St. Louis, Sept. 25-29. H. A. Hedges is chairman of the "On to St. Louis" committee. The cards will

be printed in red and black on heavy gold foil. Card No. 1 has been issued to President H. J. Johnson. Possession of the cards will obviate necessity of going through all the registration procedure at St. Louis.

Caravan on Tour

SANTA BARBARA, CAL.—The Southern California Caravan under the guidance of General Agent T. G. Murrell of the Mutual Benefit Life, visited Santa Barbara, 15 going along on the trip. Speakers at Santa Barbara were President Henry Mosler, Los Angeles association, J. H. Cowles, Provident Mutual, representing the state association, Martin Scott, Equitable society, who spoke on "Business Insurance," R. N. McCord, Columbian National, "You Must Compete," and P. M. Ryan and R. M. Baker, who gave their sales demonstration. The caravan's also went to Long Beach this week, with J. W. Yates, Massachusetts Mutual, and Kellogg Van Winkle, Equitable society, among those on the program.

Views Outlook for 1939

F. E. Herb, general agent Penn Mutual, spoke on "The Outlook for 1939" at the January meeting of the Salt Lake association. F. J. Wagstaff, president, presided. Frank Mozley, vice-president and chairman entertainment committee, had charge of the program. Mr. Herb was introduced by his predecessor, W. A. Carter, who resigned from most of his activities in June on account of ill health. Mr. Herb said operations of life companies in 1939 will follow the general business trend. He discussed investments, pointing out that if the premium for an ordinary life at age 35 was invested otherwise, and covered at the same time with decreasing yearly renewable term insurance, the investor would have to earn 4.31 percent, compounded, to equal the return he would get on an ordinary life policy. President F. E. Walker of the Utah State association announced that President H. J. Johnson of the National association would be in Salt Lake City May 17 to conduct a one-day sales congress. His appearance will be sponsored by the Salt Lake, Ogden and Logan associations, the state association, managers association and Deans' club.

Detroit—The annual sales congress will be held March 15. A. A. Heald, Bankers Life of Des Moines, is program chairman. President H. J. Johnson of the National association will be one of the speakers.

Ohio—The annual convention will be held in Columbus May 4-6. It is expected attendance will be about 700. Vernon Kroehler, Cleveland, is president, and R. W. Hoyer, Columbus, secretary. V. C. Smith, Columbus, association vice-president, is chairman of the convention committee. C. V. Anderson, Provident Mutual, Cincinnati, is program chairman.

Oklahoma—Mart Brown, president Oklahoma county bar association, spoke at the January meeting on "Value of Life Insurance from the Lawyer's Viewpoint."

Birmingham—The annual sales congress of the Birmingham association and Alabama state association will be held here Jan. 26. B. H. Walker, president, will preside.

Holgar J. Johnson, president National Association and Pittsburgh general agent Penn Mutual, will speak on "Changing Trends in Life Insurance." Others on the program are P. C. Sanborn, general agent Connecticut Mutual, Boston, and chairman Million Dollar Round Table; M. C. Fisher, assistant secretary Metropolitan, and Isadore Samuels, trustee National association.

Northern New Jersey—J. B. MacWhinney, president, announced the educational committee, headed by Chairman Hugh O'Neill, in co-operation with Newark public library authorities, has worked out an arrangement whereby the association can make gifts of books on life insurance to be placed in the business branch of the library. The association's name will appear as donor. An appropriation was made for the purpose. It is planned to add at least two new

TEXAS SALES CONGRESS SPEAKERS



PAUL C. SANBORN

The Texas tri-city sales congress will be held in Houston, San Antonio and Dallas, on Jan. 31, Feb. 1-2 respectively. A group of four outstanding life men will speak. H. C. Lawrence, Newark, N. J., general agent Lincoln National Life; John P. Williams, director of field service American College of Life Underwriters; Paul C. Sanborn, Boston, general agent Connecticut Mutual Life; and W. N. Hiller, Penn Mutual Life at Chicago. The Texas sales congress is held in these three cities on successive



W. N. HILLER

days, and always marks the high spot in association activities for the mid-winter.

The program was arranged by Sam R. Hay, Jr., Great Southern Life, who is president this year of the Texas association.

The Houston association will hold its annual Leaders Round Table Banquet Jan. 31, and the Dallas Life Managers will hold a special luncheon the day of the Dallas meeting at which Mr. Lawrence will speak.

volumes each month to the library shelves. The library has a basically good life insurance library. Prof. L. J. Ackerman of the University of Newark will review the books. The executive committee is holding a meeting this week to lay plans for three related meetings to be held in February, March and April.

New Orleans—Attendance of about 1,000 is expected at the annual meeting here Jan. 20. Speakers scheduled are W. S. Penny, director of agencies Sun Life, Montreal, who will discuss "Present and Future Position of the Agent," Isadore Samuels, Denver; C. J. Zimmerman, general agent Connecticut Mutual, Chicago; H. G. Kenagy, superintendent of agencies Mutual Benefit, Newark, and H. G. Cummings, vice-president and superintendent of agencies Minnesota Mutual, St. Paul.

Springfield, Mass.—Miss Grace Ruth Colton, agent Massachusetts Mutual and a C. L. U., was elected secretary to succeed C. W. Tilton, who has given long service as an officer and member. The principal speaker at the January meeting was J. M. Holcombe, Jr., manager Sales Research Bureau.

Peoria, Ill.—"Life Insurance Today" was discussed by W. M. Houze of Chicago, John Hancock Mutual general agent, at luncheon meeting. Roy E. Davis, Aetna Life, association president, introduced Mr. Houze. C. R. Golly, Equitable Society, will be chairman of a general committee of the study course. He also named F. A. Schnell, general agent Penn Mutual, as general chairman of the annual stag to be held in February.

St. Louis—John A. Witherspoon of Nashville, general agent John Hancock Mutual and trustee National association, spoke.

Milwaukee—J. M. Love of the New England Mutual in Chicago discussed "Prospecting" at the January meeting.

Chicago—W. V. Woody, agency manager Equitable Society here, will be the speaker at the meeting of the general agents and managers division on Jan. 30. He will talk on recruiting, after which an open forum will be held. The women's division will meet at noon Feb. 1 in the association offices in the La Salle Hotel for election of a new chairman. Blanche Gatzert, Mutual Benefit, is the nominating committee's choice. Helen M. Thomas, Equitable Society, has been chairman for the past year. Speakers will be Sadie Levin, New York Life; Jeannette Thielens Phillips, Hughes agency, Massachusetts Mutual, and Joy M. Luidens, executive secretary Chicago association.

Butler, Pa.—Barney Lipka, superintendent Prudential and vice-president of the Pittsburgh association, spoke on "Your Business and Mine." He also spoke at New Castle.

Baltimore—W. M. Rothaermel, agency vice-president Continental American Life, at the monthly meeting urged writing life insurance on the basis of human interest rather than production figures, to build a simple presentation out of heart-throbs rather than mathematical tables. He illustrated by telling the methods of Harry T. Wright, "millionaire" of the Equitable Society in Chicago for 15 consecutive years. "Most all of us want to be successful producers," Mr. Rothaermel said, "but too many of us are not willing to pay the price in organizing ourselves to sell a larger number of cases. An analysis of the results of most million-dollar producers demonstrates that their average policy is very low. They are simply speeding up the tempo of their work, and doing more of the same thing the average man does. They are just ordinary men doing an extraordinary job."

Vancouver, B. C., J. A. Birmingham, divisional manager Mutual Life, was elected president. First vice-president is F. Laurence Mitchell, Dominion Life; second vice-president, R. H. Walsh, Metropolitan; treasurer, Oscar White, Mutual Life of Canada; secretary, George F. Hagelstein.

Davenport, Ia.—L. H. Broadus, general agent Guardian Life, Chicago, will address the Davenport Association of Life Underwriters Jan. 25. He spoke before this group three years ago and presented such an interesting and informative talk that he was requested to speak

again. It is planned to make this meeting the big meeting for the early part of the year. In the spring the organization will hold its annual sales congress, which is being headed up by Karl Madden.

Columbus, O.—J. C. McFarland, general agent Ohio State Life, and A. R. Jaqua, associate editor "Diamond Life Bulletin," both of Cincinnati, were speakers. Mr. McFarland spoke on "Simple Programming" and Mr. Jaqua on "Full Speed Ahead." Mr. McFarland was his company's leading producer for 1938. He explained the sales plan he uses. J. H. McCullough is program chairman. F. L. Barnes, agency vice-president Ohio State Life, introduced the speakers.

Green Bay, Wis.—Bert C. Nelson of Milwaukee, well known producer for the Northwestern Mutual Life, gave the monthly meeting address this week.

Sioux City, Ia.—Harry Thornton, Prudential, was named president at the annual meeting. Other officers are Phil Orchard, Northwestern National, vice-president, and Charles Tyre, John Hancock Mutual Life, secretary-treasurer.

Kansas City—P. C. Sanborn, general agent Connecticut Mutual in Boston and national chairman Million Dollar Round Table, will speak here Feb. 6.

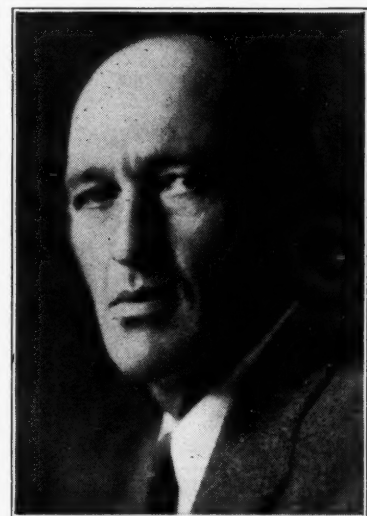
Missouri—The annual state meeting will be held April 28 at Excelsior Springs. Prewitt Turner, general agent of Home Life, is president of the Kansas City association, which with the St. Joseph association, headed by Miss Helen Summy, Equitable Society, will be co-hosts. April 28 the two associations will present a sales congress for state members. The annual congress of the Kansas City association will be combined with the one in Excelsior Springs.

Montreal—Ray H. Finger, superintendent of agencies Sun Life of Canada, spoke.

Cleveland—Chief Justice Weygandt of Ohio supreme court will be the speaker at a meeting the night of Jan. 26. Following the business program there will be a social period with entertainment and dancing.

Boston—Jay Ream, general agent Mutual Benefit Life of Pittsburgh, spoke this week. He has been general agent since 1930 and previous to that was superintendent of agencies at the home office.

Completes 25 Years



HORACE MECKLEM

PORTLAND, ORE.—Horace Mecklem has completed 25 years as general agent of the New England Mutual. He started from scratch in 1914 and the agency is now 9th among some 70 companies licensed in Oregon, and has upwards of 5,000 policies in force for \$23,000,000.

Phil Grossmayer of Travelers is listed as "No. 1 Life Underwriter" and Mr. Mecklem as No. 2 for the state.

POLICIES

Western & Southern Has Special Extension Benefit

An unusual provision termed "special extended insurance" is incorporated in the new policies of the Western & Southern Life. This allows a specified number of days' extension for each month for which premiums have been paid if the first year's premium has been paid in full, the number varying with the plan.

An endowment at 85 issued at age 35 may default in payment of the second semi-annual premium in its second year yet have 54 days' extended insurance after default. The provision is:

"In case of default in the payment of any premium before three full years' premiums have been paid but after the payment of all premiums for the first year, this policy will automatically continue in force from and after the due date of such unpaid premium for such term as is indicated in the table of non-forfeiture values."

The settlement options have been changed to the 3 percent basis and cash value of policies may be applied to the settlement options. The table of special extended insurance, showing the number of days of extended term insurance for each month for which premiums have been paid, is:

Age	30	20	20	10	End.	End.
Life	Pay	Pay	Yr.	Yr.	at	at
Life	Life	Life	End.	End.	85	65
0-15.....	3	4	30	60	3	3
20.....	3	4	30	60	3	3
25.....	3	4	25	60	3	3
30.....	3	4	20	60	3	3
35.....	3	5	20	60	3	5
40.....	3	5	20	60	3	12
45.....	3	7	15	60	3	15
50.....	4	8	15	60	4	25
55.....	4	8	12	60	4	..
60.....	5	5	5	35	4	..

Central States Life Policy

Central States Life of St. Louis, announces the issuance of the family group policy, a one-contract plan covering the lives of all members of a family. A large volume of sales is contemplated because of the unlimited field of immediate prospects for this contract and the natural appeal of one policy with several small units of insurance. The minimum unit per person is \$250 and the minimum family group policy is \$1,500. The premium rates are lower than are usually charged for small amounts of insurance, even though they are based on a participating plan, dividends being payable at the end of the second year.

Speaks in School Course

J. D. Cramer, deputy commissioner of Indiana, addressed the combined class in the business administration department of Indiana University on state insurance supervision. He described department functions, purposes and how it operates. An open forum followed. The group numbered more than 60. Mr. Cramer praised the work being done by Prof. Ivan Snyder, insurance instructor in the department, who has had practical home office experience with companies in the west. Mr. Cramer said a certificate of graduation from the course will be accepted by the department in lieu of examination by those who seek agency licenses. He will address the group again the next semester on annual reports and company examinations.

Discontinues Monthly Disability

Manhattan Life reports that effective immediately the company has discontinued writing the monthly income disability benefit policy.

Increases Premium Rates

Southwestern Life has increased premium rates of all policies except term and triple option contracts. This was effective Jan. 1. New premiums at age 35 are: Ordinary Life, \$21.17; 20-payment life, \$30.51; 20 year endowment, \$44.11; economic protection, \$18.97; insurance with income at 60 (male), \$45.54.

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Complete financial data, policy facts, rates and values in the 1939 Unique Manual-Digest. \$5. National Underwriter.

VIEWED FROM NEW YORK

By R. B. MITCHELL

\$1,000,000 UNIT FROM SCRATCH

Though working in a period not particularly conducive to expansion, P. B. Fleming of the Dunsmore agency of the Equitable Society in New York City, has in a little more than four years built from scratch a unit which in 1938



P. B. FLEMING

reached the million-dollar level. Production was \$1,043,000, including \$175,000 of Mr. Fleming's personal production. It is composed mainly of college men and women. One of the women agents paid for \$213,000. The unit has grown steadily in the face of depression conditions.

Mr. Fleming likes to think of the agent as an "economic doctor" and while he considers this termination is a little too high-flown to use on a prospect, he makes effective use of it in explaining the business to prospective agents. With members of his unit he insists on a professional attitude toward work and regularity of work habits. He also instills the desirability of taking an active interest in organization work.

In this he practices what he preaches. Until he reached the maximum age limit, 35, for the Young Men's Board of Trade, he worked actively in that association, having been a member of the board of directors two years and chairman of the membership committee one year. He is still an associate member. Before going with the Dunsmore agency he was in the wholesale paper business and does quite a bit of his personal selling among people in that line.

EQUITABLE BEING EXAMINED

A convention examination of the Equitable Society is being conducted under the auspices of the New York department. The other states joining are California, Minnesota and Ohio. Its security holdings amounting to \$1,400,000,000, which is considerably more than half its assets, were checked the last few days in December.

WOOD DISTRICT MANAGER

The Equitable Society has appointed W. Halsey Wood district manager for Long Island with headquarters at Hempstead. Mr. Wood was formerly manager of the largest unit of the Riehle agency in New York City. His unit scored an increase each year and in 1938 paid for approximately \$2,000,000. During Mr. Riehle's absence Mr. Wood acted as agency manager. He joined the Riehle agency as a personal producer in 1931 and paid for more than \$300,000 his first year. Before taking over a unit three years ago he was the second largest personal producer of the

agency in volume and premiums and the largest producer in cases.

Mr. Wood is a director of the New York City Life Underwriters Association, and president of the Kent school Alumni Association and active in a number of other organizations. He was a national ranking tennis player for a number of years and at present is a member of the umpires association of the National Lawn Tennis Association.

JUVENILE INSURANCE QUESTION

The New York law relating to juvenile life insurance and insurance on minors gives no maximum limit of insurance for the six months' period from the end of insurable age nine and exact age ten. Under the law it would be permissible to issue during this six months period either the \$400 contract increasing to \$1,000 at end of first year or a \$1,000 contract at once if the child signed the application. But where a child signs the application the payor clause does not appear in the contract. Under the new law the payor clause may be used only for those insured prior to exact age ten.

Companies have been debating whether to explain this to agency forces and make available both contracts for the six months age period. Since it is believed that the 1939 legislature will clarify this point in the law and since the number of applicants will be proportionately small, companies incline to stick to one form for the age period in order not to confuse agency forces.

New Hampshire is following the New York law for companies domiciled in New York. In Ohio, Pennsylvania, New Jersey and many other states the full \$1,000 benefit may be effective at age five.

HOPF SEEKS COPIES

Harry Arthur Hopf, management engineer and consultant to a number of life companies, is seeking copies of the printed proceedings of the Life Presidents association for 1908 and 1909 for the library of the recently opened Hopf Institute of Management. Mr. Hopf will be pleased to hear from any one who has these copies on hand and has no further use for them. His address is 500 Fifth Avenue, New York City.

INTEREST IN BOAKE CARTER

Much interest is taken in the statement of Boake Carter, well known news commentator, when he was being interviewed over the radio this week, and announced that he expected to be back on the air about the middle of next month, not, however, in his former capacity but representing insurance. He did not add anything to the statement.

HOKUM NOT NEEDED

There is a great deal of hokum in much of the material written about the closing process in a sale, A. J. Johannsen, general agent, Northwestern Mutual Life, Brooklyn, said in his talk in the New York City Life Underwriters' Association's lecture course.

"After the preliminaries of establishing the prospect's problem and adequately illustrating life insurance as the ideal solution, the close comes quite naturally," he pointed out. "There is no such thing as the great psychological moment that must be watched for or the sale will be missed."

"The best illustration I know of to describe the processes that are going on during the closing stage of the sale is that of a pendulum swinging back and forth. When it swings to the right the prospect is saying yes. When it swings to the left the prospect is saying no to himself or perhaps to the agent. There are a multitude of other wants, emotions and instincts at work in the prospect's mind, pulling him back to the

no side. The underwriter must say things that keeps bringing the pendulum back to the yes side and if he uses the simple tricks of applying the law of implied consent, he should be able to tell when the pendulum has stopped on the yes side."

DOUBLES ITS RECORD

While a number of agencies in the New York City area topped all their previous records for a month's business in December, the A. J. Johannsen agency of the Northwestern Mutual Life in Brooklyn paid for \$2,080,000 in December, which is more than double the best previous month in the Brooklyn agency's history of 53 years.

E. H. Earley, company leader in volume, paid for \$652,000 on 54 cases in December. Six members of the agency paid for \$100,000,000 or more and 20 of the office's 30 agents paid for more than \$25,000.

LUTHER AGENCY PARTY

The Forty-Second street agency of the Aetna Life was entertained recently at a luncheon by General Agent K. A. Luther. More than 100 guests were present, including full time agents and the office personnel.

MINNINGER'S RECORD

The Frank M. Minninger agency of the Connecticut General Life in Newark, N. J., finished 63 percent ahead of 1937 in paid volume and 35 percent ahead in paid first premiums, going from twenty-third to fifteenth place for the year among Connecticut General agencies.

GOLDSTEIN BIG GAIN

The M. M. Goldstein agency of the Connecticut Mutual Life in New York City paid for \$4,129,815 in life insurance and annuities in the six months from July 1, 1938, when Mr. Goldstein took over the agency. Of this about \$705,399 was produced from December 23 to December 31.

This sales record brought the Goldstein agency from 40th place to third place in the last six months.

MRS. JOSEPH LEADS

Mrs. Lillian L. Joseph of the A. G. Joseph agency was the leading woman producer for the Home Life of New York and the first agent who qualified for the President's Club, the Home's top production club. She was seventh among all agents in production and fifth in the quality ranking, which depends on persistency, average policy size and other factors related to the desirability of business.

KUESEL AGENCY MOVING

The H. N. Kuesel agency of the Phoenix Mutual Life has leased a large part of the 10th floor of the Associated Press building, Rockefeller Center, New York City. For some years the agency has been in the Chrysler building. It will move some time in March.

MYRICK ANNIVERSARY PARTY

Manager J. S. Myrick of the Mutual Life in New York City will be host at a luncheon Jan. 27 at the Bankers' Club to celebrate the thirtieth year of the agency and the ninety-sixth year of the company.

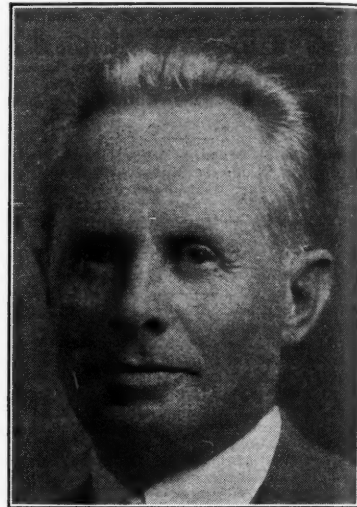
BENDINER TO SPEAK

Irvin Bendiner of the New York Life in Philadelphia will be the speaker at the policyholders' luncheon of the New York City Life Underwriters Association Feb. 9. Mr. Bendiner spoke at the policyholders' luncheon last year on business insurance and made a profound impression.

Fred M. Bullock, Saginaw, Mich., agent of the Mutual Benefit Life, was honored at a dinner celebrating his 30th anniversary. Raleigh R. Stotz, district agent at Grand Rapids, and Donald Clark, general agent at Detroit, spoke.

Kibrick Is N. Y. Life Aid in Agency Work

BOSTON—The New York Life has appointed Isaac S. Kibrick as agency assistant of its New England branch office in Boston. This change will permit Mr. Kibrick, who has a national reputation among life insurance men generally as well as in the New York



ISAAC S. KIBRICK

Life, to give a portion of his time to instructing and counselling other members of the agency. Though devoting most of his time to working in his home community, Brockton, Mass. Mr. Kibrick succeeded in building himself up to the million-dollar producer level. He is a former president of the New York Life's "Top Club," which means that he led the entire field force. He has been for many years a member of the Top Club.

Mr. Kibrick came to this country as a political refugee from Russia shortly after the turn of the century. For a time he sold newspapers and eventually found work in a Brockton shoe factory. He went to night school to learn English and from the shoe factory went into the life insurance business.

Mr. Kibrick is one of the leading civic figures of Brockton and has been particularly active in fostering local social service enterprises. He has spoken at the National Association of Life Underwriters' convention and is in great demand as a speaker before life insurance gatherings.

The death of Dio D. Daily, Jr. at Pittsburgh, Kan., agent of the Massachusetts Mutual Life, removed from the life insurance ranks there a very active man. He was vice-president of the Pittsburg Life Underwriters Association and chairman of the Southeast Kansas Life Underwriters Sales Congress to be held next fall. The first meeting of the congress was held last October in Pittsburgh and much of its success was attributed to Mr. Daily's able work as he had charge of publicity. The funeral services were held from First Presbyterian Church in his city. He was born Jan. 22, 1910, in Scammon, Kan. He graduated from the University of Kansas and then was employed in a Columbus bank for two years before becoming an agent of the Massachusetts Mutual. He started his insurance work at Scammon. Several months ago he organized the Leco Petroleum Company with his father, Dio D. Daily, Sr. as chairman.

Commonwealth Managers Meet

LOUISVILLE, KY.—A two-day convention here of industrial department managers of the Commonwealth Life was conducted. L. G. Russell, vice-president, extended welcome and Grady Cary, counsel, gave a talk.

LIFE SALES RECORDS

Security Mutual, N. Y.—Business in force increased during 1938 by \$1,150,000. New business paid for in December was the largest amount received in any month since 1930 and increased 51.5 percent over December, 1937.

United Life & Accident showed a gain of 28 percent in paid for business in December and an increase of 11 percent in paid for business for the year. The paid for record in December was the best since July, 1931.

Mutual Benefit Life closed December with total paid for new business volume in excess of \$23,500,000, the best December since 1927. Tentative figures show 1938 paid total exceeding every year since 1934, and a gain in force is assured. Seven agencies reported December business in excess of \$1,000,000: C. E. DeLong, New York City, paid for more than \$3,700,000; Clay W. Hamlin, Buffalo, N. Y.; Paul W. Cook, Chicago; J. S. Drewry, Cincinnati; Johnston & Clark, Detroit; Murrell Brothers, Los Angeles; L. D. Day, Newark. Forty agencies reported December 50 percent better than previous monthly average for 1938. J. F. Guthrie, Johnston & Clark agency, with 145 lives paid-for led in number of lives.

Northwestern Mutual Life—Paid for business last year amounted to \$233,904,794, a decrease of 10.79 percent from the previous year. Insurance in force is \$3,893,591,675, gain \$34,000,000. This is a new high record since 1932.

Berkshire Life—Gain of 6.8 percent for the year; 132 percent for December. December was the largest month in paid volume since December 1929. In number of cases December set a new record.

Atlantic Life—For the first two-week period of 1939, increase in new submitted business of 127 percent over the same period last year was reported.

Occidental Life, Los Angeles—Paid for more than \$100,000,000 new business in 1938, according to preliminary figures announced by Dwight L. Clark, executive vice-president. Increase in the year was about 15 percent. No companies were taken over, so the production is entirely that of Occidental's field force. More than \$88,500,000 was ordinary and nearly \$11,500,000 group. Insurance in force exceeded \$451,000,000, compared to \$401,933,389 on Dec. 31, 1937, a gain of \$51,000,000, or nearly 13 percent.

Columbus Mutual—December production increased 59 percent. A special campaign was conducted from Nov. 15 to Dec. 31 in honor of C. W. Brandon, president emeritus, who celebrated his 80th birthday. During 1938 the company showed gains in insurance in force, assets and surplus.

Union Central Life—Its December business was larger than any previous month in more than two years. Total written was \$17,221,161 compared with \$13,398,370 in December, 1937. The paid-for total was \$12,266,125 compared with \$11,924,841 in December, 1937. Life insurance in force showed an increase in excess of \$1,000,000 during the month. The home office agency paid for \$2,132,772 new business during the final quarter of 1938, a substantial gain. Three agents qualified for the half-million club. It was the ninth consecutive qualification for John C. Sebastian, who also was a charter member of the club and is one of the three men who has qualified continuously for nine years. Mr. Sebastian led in paid volume while cash premium honors were carried off by Mrs. Irene P. Monfort and the leader in paid cases was Mrs. Sis Hoffman.

The average size of the annual premium business was \$7,216 as against \$7,722 for 1937 and the average premium amounted to \$28.82 per \$1,000 as against \$31.87 for 1937. This has been occasioned by emphasis on a larger number of policies per producer and concentration upon buyers between the ages of 30 and 40.

Manhattan Life—December paid business \$1,785,093, increase 53.9 percent. Paid for year \$11,068,935, increase 3.1 percent. Insurance in force now over \$71,500,000.

Freeman J. Wood, Lincoln National Life, Chicago. Agency fifth countrywide in December and ninth for the year, exceeding quota 2½ percent. Mr. Wood's rank in December for personal production was eighth.

E. E. Lamb, Columbian National Life, Chicago. Agency was second in December and also for the year. Exceeded 1937 production about 8 percent for life business and 70 percent in accident premiums. Mr. Lamb paid for \$189,000 life insurance in 1938 and about \$1,300 accident premiums.

W. A. Fraser, Bankers Life of Iowa, Lincoln, Neb. December total \$436,200, the biggest month since June, 1930. Agency far ahead of yearly quota for volume and first year cash premiums.

Murrell Bros., Mutual Benefit Life, Los Angeles—77 percent gain in paid business for 1938. December largest month in the 40-year history of agency, with a \$1,301,000 submitted, and a \$1,200,000 paid. This was the second successive million dollar month. The 1938 production was more than double that of 1936, which was the year before T. G. and W. L. Murrell were appointed general agents. Though they have the additional responsibility of supervising the Pacific Coast agencies of the Mutual Benefit, each of the Murrells was among the top four producers of the agency.

Jack Wiseman, Franklin Life, St. Louis—Led all agencies in paid-for business last year with \$1,503,040.

J. B. Macken, Mutual Life, N. Y., Detroit—Paid for \$4,537,223 life insurance exclusive of retirement income and annuities, compared to \$3,452,309 in 1937, increase 31.4 percent. Substantial gains in all but three months. December production \$752,000. R. E. Fowler, Ann Arbor, leader with \$305,258 on 83 lives.

Bryan Bowers, Oklahoma City, general agent Home Life of New York—Carried off national honors by exceeding quota in December by greatest percentage. Agency with six agents, paid for more than

A 20 Year Man



W. W. AVERETT, JR.

W. W. Averett, Jr., who was appointed general agent Pacific Mutual Life in Lynchburg, Va., entered the company's service in 1919. Later he was associated with the J. E. Garland general agency as district manager for a number of years. The territory which he will now serve includes western counties in Virginia and a portion of north-eastern Tennessee. As a result of his 20 years' active representation in the field, Mr. Averett is widely known in life insurance circles.

\$300,000 in month, 260 percent in excess of quota.

G. H. Moore, State Mutual, Pittsburgh—Showed 39.25 percent increase in paid production in 1938 compared with preceding year. December was best month in the 60-year history of the agency.

Ralph L. Thiesen, Northwestern Mutual, Lincoln, Neb. wrote \$411,000 new business in December, a record for the month. Agent Shaver, Scottsbluff, was high with \$85,000.

A. M. Embry, Equitable Society, Kansas City—Paid for \$15,409,000 in 1938 on \$498,737 in premiums, making it the best year in the last five.

E. A. Hasek, National Life of Vermont, Kansas City—Paid for 27 percent more in 1938 than in 1937. December total of \$1,100,000 issued will be exceeded in January.

Ed Mura, New England Mutual Life, Kansas City, paid for \$1,438,000 in December, largest month in the agency's 66 years in Kansas City. Increase for the year was 35 percent, coming on top of a 79 percent gain in 1937.

J. M. Clark, general agent John Hancock, Peoria, Ill.—Business was 64 percent ahead in 1938.

LEGISLATION

New York—The McCaffrey-assembly bill requires group life policies to contain a provision that the policy will continue in force 30 days after termination of employment without payment of premium.

Indiana—The insurance committees are headed by A. LeRoy Portteus, vice-president of the Indianapolis Life, in the senate, and A. O. Hiatt, Republican, Swayzee, in the house.

House Bill 91 prohibits life companies licensed in Indiana to expend more than 2 percent of net income a year for salaries and expenses of officers and regularly employed legal and medical staff, with power to revoke licenses for violation.

Michigan—C. P. Adams, Howell, is chairman of the house insurance committee. Committee members include: A. P. Decker, Deckerville, who represents several mutuals; Walter F. Remer, Saginaw; Joseph F. Nagel and William G. Buckley, Detroit; William J. McIntosh, Port Huron, local agents.

Iowa—Four local agents are in the house: A. H. Avery, Spencer; J. T. Dykehouse, Rock Rapids; Wayne Ropes, Onawa; and J. E. Irwin, Boone. Senator Augustine of Oskaloosa is introducing a bill reducing the time for extension on holding farm real estate from five to two years. A "Robertson" law is threatened.

Nebraska—Bills have been introduced reducing the salary of the state director of insurance from \$3,200 to \$2,400 a year and taking from the director power of appointment and control of an attorney for the bureau and placing it with the state's attorney-general, and one providing, except for insurance companies and banks.

Oklahoma—LaVerne Carleton, Oklahoma City, heads the house insurance committee.

Ohio—A mutual savings bank life insurance bill is expected. A bill providing for special licenses for the sale of accident insurance is expected. There will be a new rehabilitation bill.

Texas—Early action to clean up the assessment life and accident situation expected with three bills filed in the house and one in the senate to provide stringent regulation.

Utah—Seven insurance men are in the legislature. They are: Senators E. V. Billings, Duchesne, Mutual Benefit Health & Accident; S. L. Riley, Bountiful, Metropolitan Life; Representative H. E. Smith, Ogden, Union Benefit;

CHICAGO

HOBART & OATES RALLY

Hobart & Oates, general agents Northwestern Mutual Life at Chicago, had their annual roundup and banquet Monday evening. The chief speaker was President Cleary, an account of whose address is given in another column. J. F. Oates presided and R. H. Hobart presented the prizes. For volume R. M. Heffer got first prize. The second went to C. E. Smith. H. W. Shedd captured the prize for number of lives. Mr. Shedd was second in volume but inasmuch as he qualified as leader in lives the award was given Mr. Smith. There were a number of prize winners in the efficiency contest. C. R. Hunting was awarded the prize for having the largest volume of paid business during the last four months by an agent contracted during 1938. A. J. Johnson, II, was awarded the prize for the highest average in number of paid lives per month by agent contracting during the year.

C. F. Axelsson of the agency conducted a radio interview with four members of the agency and a number of hits were made regarding life insurance, the company and the agency. During December the Chicago agency submitted 562 applications. The volume of approved business was \$4,435,865, issued business \$2,911,668, paid for \$2,070,733, number of term conversions effected 115, volume of term conversions effected \$916,564. The largest volume of business was written in December in the history of the agency.

John J. Hughes, assistant superintendent of agents, was present from the home office. Showing the tremendous December business he stated that there was \$55,000,000 issued and \$76,000,000 submitted. The rush was so great that the company did not get through some \$20,000,000 in applications.

Mr. Oates announced that there are 10 survivors in the agency that were present 28 years ago when the first banquet was held. There are seven survivors who were present the three years following.

FALK REENTERS PERSONAL SELLING

Milton P. Falk, assistant manager of the Lustgarten agency Equitable Society in Chicago, is resigning as of Jan. 31 to enter personal production. He will associate with the P. B. Hobbs agency of the Equitable there. Mr. Falk has been in the business with the Equitable 23 years, and assistant manager 16 years. He has a fine record as head of a unit and also in personal production. His unit was built to some \$3,000,000 annual production.

BLANCHE GATZERT FOR PRESIDENT

The women's division of the Chicago Association of Life Underwriters will elect a chairman at its meeting Feb. 1. Blanche Gatzert of the Mutual Benefit Life has been selected for the position by the nominating committee and undoubtedly will be elected.

Pistol in Hand Not Proof

A pistol in a dead man's hand does not prove suicide, the Tennessee court of appeals ruled in the case of Mrs. A. P. Bryan against the Aetna Life. The opinion held the Aetna failed to show that Bryan killed the pistol or to establish ownership of the pistol, or car in which his body was found.

I. P. Hinckley, Salt Lake City, Beneficial Life; W. F. Liston, Salt Lake City, Mutual Life of New York; G. A. Christensen, Salt Lake City, Bear River (Utah) Mutual Fire; Isaac L. Sorenson, Sandy, General Exchange.

Vermont—Payne of Addison heads the senate and Bloomer of West Rutland the house insurance committees.

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LEGAL RESERVE FRATERNALS

Bill to Exempt Societies on Social Security Filed

A bill to exempt certain representatives of fraternal societies from operation of the social security act has been introduced in Congress. In the Senate it is known as Senate 245, and in the House as H. R. 174.

Insofar as the salaried employees are concerned, the societies generally do not seek exemption, but rather welcome application of provisions of the act to such personnel. However, in the fraternal field there are thousands of lodge secretaries who serve only part time for the societies. Generally they get only about \$25 nominal salary annually for their lodge work, and they have other businesses upon which they live. The societies feel that to have to report under social security for these secretaries would be onerous work and would cost far out of proportion to the benefits that would accrue.

Insofar as the purely commissioned salesman is concerned, fraternal societies will rely on federal interpretations in the many cases of commercial life companies holding that agents purely on commission are independent contractors and exempt from the act.

Hunter to Aberdeen, S. D.

C. L. L. Hunter, district manager A.O.U.W. of North Dakota, at Libby, Mont., has been transferred to Aberdeen, S. D., in the same capacity.

Plans Being Shaped for Chicago Meeting

Hill Montague, president of the Mutual Life Insurance Association, Richmond, Va., and past president National Fraternal Congress, will give the Washington Day address at a luncheon of the Fraternal Society Law Association in Chicago Feb. 22 during the mid-winter section meeting of the N. F. C. at the Morrison Hotel. The congress sections will meet Feb. 21-22.

Mr. Montague long has been an authority on the life of Washington and is a direct descendant of him.

Hotel reservation cards have been sent to members by F. F. Farrell, executive secretary-manager N. F. C. Because of the central location, it is anticipated that attendance will be large.

The law association and Fraternal Field Managers Association will hold their annual meetings and elect officers. The N. F. C. sections' annual meetings are held in the fall at the time of the parent organization's annual gathering, which this year will be at Detroit in August.

Report on C. O. O. F. Audit Shows Good Condition

The Catholic Order of Foresters is in sound financial condition and members' interests appear to be amply secured, it is shown in report on a convention examination by the Illinois department, participated in by Minnesota and Ohio. The examination covered the period Jan. 1, 1935, to Dec. 31, 1937. All officers handling funds are amply bonded in a surety company licensed in Illinois. Review of death claims in the period indicated they are paid promptly and are adjusted in accordance with terms of the contracts and the society's laws.

The C. O. O. F. was chartered in Illinois in May, 1883, and is now among the oldest fraternal societies. It is licensed in 25 states and four Canadian provinces. It issues all ordinary forms of life contracts.

Dividends have been paid regularly for 15 years, the dividends in 1937 being \$225,738. Admitted assets are \$35,513,831. Ratio of assets to liabilities is 115.25 percent. Reserve fund investments are confined almost exclusively to municipal bonds.

The funds invested represent: Bonds, 89.7 percent; certificate loans, 9.38 percent; cash, 0.88 percent; mortgage loans, 0.04 percent.

Both adult and juvenile insurance are provided. Total insurance in force is \$126,754,292. Since organization the society has disbursed \$70,536,976 to members and beneficiaries.

National Union Starts to Insure Women

The National Union has started to insure women on the same plan and at the same rates as used for men. They are taken subject to the same rules and regulations but for the time being will become members of the women's general council. Later when of sufficient numbers they will be permitted to organize their own local councils, if they desire.

At one time the society admitted women, but after a year or two the practice was discontinued. National Union officials observed that women's societies have been making fine progress. With few exceptions they include children. It was stated this necessarily will follow in the National Union.

A new whole life monthly payment plan on 3 percent reserve basis has been introduced. It provides nonforfeiture values and withdrawal equities after three years, and premium loans after three years at 6 percent interest. There

are accident benefits amounting to one-fifth of the face value of certificates, payable immediately on loss of a foot, hand or eye without reducing the death benefit. Premium waiver clause also may be added at extra premium.

Certificates are issued in \$500 to \$10,000 limits on both men and women. Illustrative monthly rates are: Age 20, \$1.45; 25, \$1.65; 30, \$1.85; 35, \$2.15; 40, \$2.55; 45, \$3.10; 50, \$3.85; 55, \$4.85; 60, \$6.25.

Modern Woodmen's Business

The Modern Woodmen reports new business for the year \$65,209,680. Northern Illinois reported \$3,547,300 and southern Illinois \$3,643,200. Ohio showed \$5,207,500, Wisconsin \$4,075,050. The new business for December was \$5,512,650.

Memorial Services for Karel

MILWAUKEE.—Memorial services were held here for the late Judge J. C. Karel of this city, who died in December after 18 years as president Equitable Reserve, Neenah, Wis. Members of the Milwaukee Fraternal Life Underwriters Association joined with Equitable Reserve representatives from Wisconsin and Michigan and members of the Elks and several Bohemian societies to which

Judge Karel belonged in paying tribute. Commemorative services were spoken by N. J. Williams of Neenah, president Equitable Reserve; Benjamin Possl, legal advisor of the fraternal; J. E. Brown, Lansing, Mich., a trustee, and Judge A. H. Goss, Oshkosh, vice-president.

Benedict's Added Territory

W. D. Benedict, state manager of the Modern Woodmen for eastern New York, has been appointed state manager of New Jersey, succeeding E. C. Lichtenberger, resigned. He had been in charge of the state since Feb. 1, 1937. Mr. Benedict will supervise New Jersey in addition to eastern New York.

Ohio Bills Expected

COLUMBUS, O.—A bill to allow fraternal societies to become mutual life companies is expected in the Ohio legislature. A new fraternal code will also be introduced.

E. G. MacDonald, Sheboygan, Wis., manager Equitable Society and past president Wisconsin State Association of Life Underwriters, spoke on purposes, value and different types of life insurance before the economics class of Mission House college in that city.

Sales-making facts and figures are given in the Little Gem Life Chart.

What Is Legal Reserve Fraternal Life Insurance?

(This is the second of a series of advertisements outlining briefly a few characteristics of this type of protection—points that may not be generally understood by the otherwise well informed and intelligent fraternity of life insurance executives and salesmen.)

1. Legal reserve fraternal societies operate under strict state laws, must maintain reserves in accordance with those laws and are subject to the same careful and thorough examinations periodically by the same insurance departments that examine other types of insurance organizations.

Like the record made by the legal reserve fraternal societies as a whole, it was never necessary for the Ben Hur Life Association to borrow money from the government or any other source to meet all cash demands.

BEN HUR LIFE ASSOCIATION

Established 1894

Home Office: Crawfordsville, Ind.

John C. Snyder,
President

Edwin M. Mason,
Secretary

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FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY Supreme President

L. D. LININGER, Supreme Secretary

SHARON, PA.

WOODMEN OF THE WORLD

Five Modern Legal Reserve Contracts

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- Twenty Payment Life
- Endowment at Seventy
- Twenty Year Endowment
- Family Income

These contracts are participating, and provide all standard non-forfeiture options.



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THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller, Supreme President

Frances D. Partridge, Supreme Secretary

Port Huron, Michigan

AGENCY MANAGEMENT

Supervisor's Duties Outlined by Manager Zischke

Five items in the duties of a supervisor were outlined by H. A. Zischke, Chicago manager Union Central Life, before the Life Agency Supervisors of Chicago. Mr. Zischke requires his supervisors and assistant managers to call on at least one center of influence each business day. Second, they must do some active work in connection with prospective agents. A third function is contacting brokers; fourth is personal production, and fifth is the normal routine of interviewing and working with men already in the agency, doing field work with them, etc.

Mr. Zischke believes the supervisor's job must be as highly organized as that demanded of the ordinary agent if he is to be successful. To that end, supervisors of the Zischke agency must report daily on a form which is provided.

Requires Detailed Report

First, as to center of influence, the supervisors must set down the name, address, position occupied, names of prospective agents and prospects secured, remarks, and whether this is a new or old center of influence.

Mr. Zischke has found that his supervisors who build up an active list of centers of influence and constantly secure new ones will get not merely names of prospects for life insurance and agency connections, but also personal business from the center of influence.

The report also requires notations about prospective agents whose names the supervisor has secured or whom he has interviewed, giving names, length of the interview, remarks and whether first or second call. The same data must be given about brokerage contacts, whether personal or by phone.

Adheres to Plan Himself

Mr. Zischke practices what he preaches and requires his supervisors to organize their work similarly. They must secure one new life insurance prospect per day as a minimum.

He has found that this method of agency building is the most successful in the case of his agency. In the past he and his supervisors have tried all known methods of securing prospective agents' names, using newspaper classified advertisements, direct mail to lists of names of likely men secured from centers of influence, club and fraternity lists, etc., but these have not worked out well.

In connection with the supervisor's personal production, Mr. Zischke requires that he make regular reports as to number of calls, number of first and second interviews, amount of business written and amount paid for.

Calls for Selling Ability

He believes no man is qualified to train and direct agents who cannot write business. Then too this requirement assures that the supervisor will have continuous contact with the insuring

public and will know the current objections, conditions to be met and what are the best answers. In addition, the supervisors' personal production efforts serve to build up their prestige and that of the agency.

E. J. Grandson, assistant manager Zischke agency, president of the supervisors, presided, assisted by C. E. Clinton, Aetna Life, secretary. Roy Elmer, New York Life, is vicepresident and program chairman, and R. C. Carson, Jr., Rockwood Company, general agent Travelers, is membership chairman.

Cogent Advice Given by P. B. Hobbs

PITTSBURGH.—There are three major responsibilities of an agency head, P. B. Hobbs, agency manager Equitable Society in Chicago, said at a meeting of the agencies committee of the Pittsburgh Life Underwriters Association. These are to renew the enthusiasm and convictions of the agent, to prove to men in the agency that the manager and supervisor really earns his compensation, and to clarify for the agent the current confused scene occasioned by such economic problems as taxation, the banking situation, social security, biased political opinions and other such factors. He recommended the clinic or rehearsal

plan of training for small agencies and agency meetings for larger ones.

Mr. Hobbs advised against trying to compel attendance at agency meetings, exposing the agency to outside salesmen, trying to make each agency meeting the biggest and best held, criticizing past production, and crying for more and more business.

He recommended confirming the agent's confidence and belief in the institution he represents, establishing objectives for the year, and proving that life insurance can be discussed in nontechnical terms.

Pittsburgh Supervisors Meet

PITTSBURGH.—The Supervisors Club will hold its annual meeting Jan. 24. The nominating committee consists of Elmer Dill, supervisor Prudential, chairman; E. G. Johnson, associate general agent Penn Mutual, and L. C. Richards, Jr., supervisor Sun Life. W. R. Furey, general agent Berkshire Life, will speak on "Subsidized Agents."

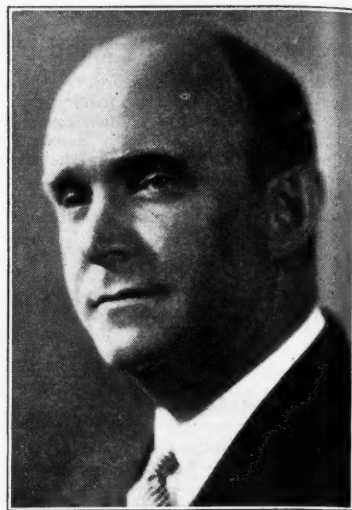
Dawson to Address Supervisors

NEWARK.—C. Preston Dawson, Beers & Dawson, general agent in New York City of the New England Mutual Life, will be guest speaker at dinner-meeting of the Life Agency Supervisors Association of Northern New Jersey, to be held here Jan. 24. His topic will be "Production."

Kansas City Election Jan. 24

KANSAS CITY.—The General Agents & Managers Association will meet Jan. 24 to elect officers. Nominating committee is William J. Slack, Metropolitan; Fred Hildebrand, Illinois Bankers Life, and Arthur Nordberg, American Mutual Life. The association will sponsor a seminar beginning Jan. 26.

Succumbs to Lure



VASH YOUNG

Vash Young, well known author and lecturer, who has been associated with the Equitable Society in New York for the past decade or more, has yielded to the lure of southern California and has located in Los Angeles, where he will be associated with the Kellogg Van Winkle agency and will devote his time not only to selling life insurance, but to helping his fellow men. He will devote one day each week to helping solve the difficult life problems of those who come to him for aid.

the same company had gain of 11.3 percent.

The John Hancock Mutual general agency of Harold G. Saul had 53 percent gain.

Roy Ray Roberts, general agent State Mutual, made 17 percent gain.

Fred C. Hathaway, Los Angeles, manager Mutual Life of New York, made substantial gain, but percentages have not been worked out.

H. S. Standish, Sun Life of Canada, reports substantial gain, but percentage is not available until computed by the home office. His agency led all the Sun agencies in the United States.

Others With Fine Records

Rudolph F. E. Wiedemann, Hollywood unit Kellogg Van Winkle agency, paid for \$2,183,000 in 1938. Manager Wiedemann qualified for Quarter Million Club. Grantley Harper led the agency with \$500,000, qualifying for the Half Million Club, and 28 percent of the men qualified for clubs.

Ron Stever, Pasadena district manager, A. A. Dewar general agency, Equitable Society, again qualified for the Million Dollar Round Table, the third consecutive year, paying for \$1,000,662.

Ward Named Medical Director

Dr. William T. Ward has been appointed medical director of Pacific National Life. He succeeds Dr. George W. Middleton who died last month.

Dr. Ward is a native of Utah, having been born at Willard of pioneer parents. A graduate of Utah and New York Universities, he has been practicing for more than 30 years. He has had wide experience as medical examiner for many life companies.

Government Obligation Holdings

The January bulletin of the Federal Reserve Board at Washington, D. C., shows that in the three years 1935-1938 investments of life companies in government obligations have more than doubled. They have grown from 1.7 percent in 1930 to 6 percent in the middle of 1935, and 10.3 percent on June 30, 1938.

PACIFIC COAST AND MOUNTAIN

Los Angeles Boom in Life Sales

LOS ANGELES.—This city was one of the "white spots" in the life insurance field last year. Business paid for substantially increased. Reports from general agencies show the extent of the production here.

Murrell Brothers, general agency Mutual Benefit, had 77 percent gain over 1937 and more than 200 percent over 1936 figures with \$1,200,000 paid for in December.

Russell A. Hoghe's southern California general agency, Equitable Life of Iowa, had 40 percent gain.

Hays & Bradstreet's general agency, New England Mutual, had 4 percent gain. The sixth successive year of increase and broke all records for the agency.

Manager Leon Soper, Phoenix Mutual, reported gain of 102 percent.

Hoyt M. Leisure, general agent Occidental Life, had a gain of 9.6 percent.

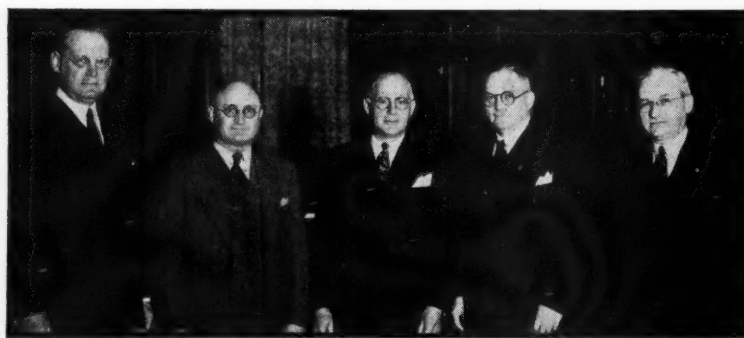
Mark S. Trueblood, southern California general agency Union Central Life, passed 1937 paid for production by 16 percent and ranked fourth in the company.

J. S. Marr, Reliance Life, reported gain of 53 percent.

Kellogg Van Winkle, Equitable Society, showed gain of 5 percent.

The A. A. Dewar general agency of

Spoke at Los Angeles Institute



At the first meeting of the Los Angeles Institute of Life Underwriting there were some notable executives on the program. Reading from left to right are President A. N. Kemp, Pacific Mutual Life; President O. J. Lacy, California-

Western States Life; Henry Mosler, president Los Angeles Life Underwriters Association; Vice-president Henry North, Metropolitan Life; Executive Vice-President D. L. Clarke, Occidental Life of Los Angeles.

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Sales Ideas and Suggestions

California "Caravan" Gives Some Valuable Ideas

SAN FRANCISCO—Knowledge, experience, enthusiasm and anticipation are elements of complete success in life insurance selling, eight speakers in the first "sales caravan" meeting of the San Francisco Life Underwriters Association, declared. There were seven five minute speakers and a summing up by F. J. Curry, general agent Penn Mutual, San Francisco.

The first speaker, H. K. Cassidy, manager Pacific Mutual Life, had just gotten started when he was "adjourned" by the second speaker, L. M. White, Northwestern Mutual, it being the custom, for succeeding speakers to start automatically when their predecessor's time runs out. N. J. Nelson, caravan chairman, of the California association had taken up part of Mr. Cassidy's time in eulogizing him as a speaker.

Believes in Several Interviews

Mr. White favors two, three or even more interviews. He believes in fact-finding interviews, consideration of each case as an individual problem with a special solution. He advises agents not to talk until the prospect starts answering questions and then not to "talk too much." He also advocates secondary plans for presentation only if the first submitted seems to be too large or not entirely satisfactory.

He was followed by H. W. Dodge, Mutual Life, who believes one of the most important tasks of the agent is to sell himself to the prospect so that when the prospect decides to buy he prefers to "do business with you above all others." He pointed out that the prospect had to make the decision from whom he will buy; the buyer is impressed by the agent's knowledge of the business and his presentation of ideas. Agents must be able to present new ideas, new policies and new needs, but should be good listeners and should not make long winded talks when the prospect indicates a desire to terminate the interview for the present; they should not ask personal questions about his income, etc. This information may be obtained by approaching him with a smile, telling him "These items are none of my business, but I had an idea it might help me to give you a fitting proposal for the future." He closed by urging the necessity of a friendly feeling between prospect and agent.

First Interview Closer

George Bowman, New York Life, talked about being enthusiastic over the possibility of serving the client, by informing him that "you are selling protection." He believes in the close on the first interview. He paints a picture of the possible position and situation of the wife after 20 years. He said "unselfish service pays our greatest dividends."

A. J. Cawley, John Hancock Mutual, reviewed some of his knowledge obtained by experience in the field more than 20 years. He believes an agent should have something very definite to do each day and to do it. He stressed knowledge, work and time control.

F. J. Van Stralen, Massachusetts Mutual, advised the agents to anticipate success. He illustrated his points by stories of men in other fields who always visualized themselves further along in life—and ultimately became successful and leaders. He told of the necessity of being sure that a prospect is no longer a prospect before discarding

him. A well organized man, he said, can make more progress than a disorganized genius. He also stressed the need for proving to the prospect that the plan is especially suited to his individual situation.

Curry Sums Up Talks

Forrest Curry summed up the previous talks, likening the set-up in the life insurance business to a suit of clothes with the agent as the pants—the most important part of the suit. His talk was based largely upon his own family experiences, the hardships of his

mother and his early youth, and the life insurance lesson it taught.

He said marriage is a partnership—with the wife entitled to half of everything and the husband's duty to see that she continues to have her half after his death. He also stressed life insurance for family protection—which he considers one of the most important functions. He urged the audience to "glorify the family" and the service of life insurance.

Prior to the start of the series of talks wires were received from H. J. Johnson, president National Association of Life Underwriters, and P. C. Sanborn, Boston, chairman Million Dollar Round Table, approving plans for formation of a "quarter million dollar round table" as an adjunct to the California State Association of Life Underwriters along lines of that body now a part of the San Francisco Life Underwriters Association.

Former Dentist Tells How to Get to "Bamboo Island"

Following an urge which had long intrigued him, Dr. W. H. Saeger, 46, a successful dentist at Norfolk, Neb., for nearly a quarter of a century, retired from that profession recently and joined the Lincoln agency of the Northwestern Mutual Life, which has Ralph L. Thiesen as general agent.

Back in 1915 Dr. Saeger lived in Norfolk with a friend who sold life insurance and was a subscriber to THE NATIONAL UNDERWRITER. Dr. Saeger read it in leisure hours. He became so interested in life insurance as portrayed in its pages that he subscribed for it and has read it ever since. In fact he has compiled several scrapbooks from its pages. Later he purchased a complete set of Diamond Life Bulletins.

At 21 years of age Dr. Saeger began buying life insurance and now he has policies representing \$50,000, of which \$33,000 is paid up. Like other professional men, he invested his surplus income in various business enterprises only to have his investments become worthless or greatly depreciated in value.

"My insurance studies led me," he says, "to believe that my experience as an investor and my knowledge of life insurance would permit me to be of larger service to my fellow-men, particularly professional men, than as a dentist. It was not that my profession had become unremunerative or that I had tired of it. I merely felt that insurance offered a wider field of personal usefulness."

Bored by Presentations

"While I have purchased considerable insurance for myself and wife, I have often been frankly bored by the presentation of some agents. Perhaps it was because I knew more of what life insurance can do for the individual than the ordinary prospect. When I decided to enter the agency field I developed a sales technique based on experience of myself and my relatives."

In his presentation Dr. Saeger asks his prospect to take two imaginary

voyages with him to "Bamboo island," otherwise known as age 65.

The captain of one ship invites the prospective voyager to embark purely on the assurance that he knows where the island is and how to get there, but admits under questioning that he has no maps, charts or instruments with which to determine its location and to keep him informed at all times where the vessel is.

The other captain offers "a trip through life on schedule." He not only has a charted course, but instruments which insure his timely arrival at his destination and which inform him where he is at any given time. The prospect is invited to choose between the ships.

Uses Charts, Pictures

The doctor does not leave his presentation to fantasy. He has a record of his own personal experience. Charts show when he purchased life insurance, its character, how much is paid up, how its benefits have been apportioned to provide for the future financial needs of himself, his wife and his two children.

Another chart illustrates his experience as an investor. He owns two farms, a home, and an assorted list of stocks and bonds. The real estate is greatly depreciated in value and is unsalable at a decent figure in the present market. His bank stock investment proved a liability, the result of economic conditions.

On two other charts are pictured the financial history of his father and his father-in-law, both men of wealth at one time and whose widows are now dependents. There are pictures of the homes they once occupied, the places in which they did business, and also where their widows now live. One left an estate appraised at \$250,143. When settled seven years later its value was \$3,500. Eighty percent of the investments had been in stocks of six banks which had paid good dividends over a period of years but all of which had failed after his death.

These are the shipwrecks that mark the voyage of the investment ship, not

Derive Over 80 Percent of Volume from Policyholders

PITTSBURGH.—Existing policyholders, directly and indirectly, were responsible for more than 80 percent of new business of the Tucker & Johnston agency of this city in the last seven years, for which detailed records are available.

The agency figures show also that it pays to devote a reasonable amount of time and effort to civic and club activities, according to R. A. Tucker, who organized the agency in 1924 after ten years with the Travelers.

A. S. Johnston, a former mechanical engineer, became a partner in 1928. The foundation of the agency was built around "cold solicitation," with few known prospects.

Another interesting factor reflected in the figures is that the agency purchased and consolidated ten large and small agencies in the last ten years, retaining the good will of the policyholders thus acquired.

The tabulation of results is:

NEW BUSINESS DEVELOPMENT (Percentage Based Upon Number of Policies Issued)

	1932	1933	1934	1935	1936	1937	1938
Manner Obtained	%	%	%	%	%	%	%
Voluntary	60	67	49	60	42	45	47
Solicited	40	33	51	40	58	55	53
Where Obtained							
Existing Policyholders	54	64	65	65	68	66	67
Social and club contacts	28	22	18	8	11	10	14
Policyholders Introductions	17	13	16	28	21	22	17
Unacquainted prospects	1	1	1	2	2

due to lack of seamanship on the part of the captain, but because uncharted voyage dependent upon the winds of chance was pursued.

Bamboo island is pictured as a small spot, beneath the only tree on which sits a man of 65 idly fishing with a bamboo pole and too much at ease to even pull in the fish when he has a bite. In explaining this picture the doctor tells how only one of all his friends who went a-voyaging took the charted course of life insurance and arrived at "Bamboo island."

Missed Lunch Date with President: Reason: \$100,000

President A. Morgan Duke of the Southland Life felt disturbed when W. T. Gwaltney of Fort Worth, Tex., one of the Southland Life's million dollar producers, did not appear at the luncheon which opened the agency convention in Dallas. In agency conventions a source of great inspiration to lesser agents is the presence of the big producers and their comment on how they turn the trick.

But as it happened Mr. Gwaltney at the moment was busy at another and a private luncheon with business friends which, before it ended, produced a \$100,000 application. When he presented this there was no further inquiry as to any other excuses that he might have for missing the convention lunch.

Mr. Gwaltney previously had submitted more than \$100,000 of business, thus giving him well over \$200,000 start on the new year in less than two weeks.

When a prospect says, "See me later," D. S. Harris of Acacia Mutual replies, "If you are not here, whom shall I see?"

FACT FILE INFORMATION

Retirement Income Facts

In 1860 there were 860,000 people 65 years or older. Today there are 7,900,000 past 65 while in 30 years there will be 15,000,000. In 1860 three out of four old people were independent while today two out of three are dependent.—Life (1938).

Changes in Policies and Rate Scales Studied by A. L. C.

(CONTINUED FROM PAGE 1)

were reported. Among companies with more than 400 millions in force, one non-par company reported heavy premium endowments surrender charges \$25 per \$1,000 from the third to 12th year; a par company reported for all plans at most durations the third year surrender charge was \$15, decreasing to nothing for the 10th year. In this bracket, a par company reported for all plans change in surrender charges, for most plans the charge being \$15 in the third year, decreasing to nothing in the 15th year; a second reported for all plans a charge of \$18 for the second year, decreasing to nothing in the eighth year, and a third reported change in charges only on single premium plans, the charges being \$35 for the first year, \$25 second year, \$10 third year and \$5 fourth year.

Among companies of 150 to 400 millions in force, one non-par company showed changes in charges on limited paid life with less than 20 premiums, and endowments, the charge being \$2.50 through the fifth year, then reducing to nothing in the tenth year. The survey indicates no uniformity in surrender charge practices among the companies.

Increase Annuity Rates

The annuity rate increases appear to range from about 2½ percent to 23 percent. On single premium annuities the average increase is perhaps 10 to 11 percent, varying according to different age brackets and being somewhat higher for females than for males in a number of companies.

Of the five companies not licensed in New York that are decreasing policy loan interest, three set the rate at 5 percent payable in advance, two at 5½ percent payable in advance, and one at 4.8 percent payable in advance, the amount stipulated in the New York law.

Relative to the new basis for the life annuity element in settlement options, 15 companies reported the use of the American Annuity Table, 17 reported the 1937 Standard Annuity Table, one reported using the company's own experience, and seven did not report the new basis. Of the 15 reporting the American Annuity Table, six employ 3 percent interest, five employ 3½ percent, and four did not give the new rate. Also as regards to rating back of ages, four reported (1-5), three reported (2-6), one reported (1-4), one reported (0-4), and six did not give this information. (The two figures enclosed in parentheses refer consecutively to the rating for males and females.) Of the 17 companies reporting the use of the 1937 Standard Annuity Table, four did not report further details, 12 employ 3 percent interest rate, and one employs

3½ percent. As regards rating back of ages, five report rating back of one year, three report (1-6), and nine did not give this information.

A par and non-par company in the bracket 50 to 150 millions in force stated it was considering limiting to five years the period for which the entire policy proceeds may be left to accumulate at interest.

Twenty-three companies which in 1938 paid 3½ percent interest on proceeds left with the company reduced the rate to 3 percent, one setting the rate at 2½ percent if subject to withdrawal. Four reduced from 3½ percent to 2½ percent, five from 3 percent to 2½ percent, and one from 3 percent to 2 percent. Another set the rates 3 percent and 2 percent for the funds not withdrawable and subject to withdrawal, respectively. Interest rate including excess interest ranged from 3 to 4 percent. Eight companies reporting such interest rates pay no excess above the guaranteed interest rate.

On dividends, decreases ranging from only slight overall change to 25 percent were reported. One stated interest factor used in calculating dividends was reduced from 4 to 3¾ percent. Another made no change on 3 percent policies but reduced on 3½ percent forms issued prior to July, 1938, aggregate reduction being about 18 percent.

Notes Companies Changing

Also appended were names of various companies making changes as reported in insurance journals. Few changes in rates have been noted save on policies containing an annuity element. Among companies which have announced rate increases are: Aetna Life, Berkshire Life, Equitable Life of Iowa, John Hancock, Metropolitan, Mutual Benefit, Mutual Life of New York, National Life of Vermont, New York Life, Ohio National, Prudential, State Mutual and Travelers.

Companies which announced annuity rate increases included the Aetna Life, Berkshire, California-Western States, Canada Life, Columbian National, Connecticut General, Connecticut Mutual, Continental American, Dominion Life, Equitable Society, N. Y.; Equitable Life of Iowa, Fidelity Mutual, Guardian Life, Home Life of N. Y., John Hancock, Lincoln National, Massachusetts Mutual, Metropolitan, Midland Mutual, Mutual Benefit, Mutual Life, N. Y.; National of Vermont, New England Mutual, New York Life, Northwestern Mutual, Ohio National, Penn Mutual, Phoenix Mutual, Provident Mutual, Reliance Life, Security Mutual, State Mutual, Sun Life of Canada and Travelers.

Among companies continuing their dividend scales, the survey noted, were Beneficial, Connecticut Mutual, Great-West Life, Great Southern, Home Life, N. Y.; Jefferson Standard, John Hancock, Mutual Benefit, Mutual Life of Canada, National Life, Northwestern Mutual, Reliance Life, State Mutual and Union Central.

It was also noted the Aetna Life an-

nounced dividends would be somewhat lower; Equitable, N. Y., scale on ordinary policies and annuities is continued but substantial reduction on single premium immediate annuities is expected; Fidelity Mutual is continuing scale on premium paying 3 percent policies; Guardian of N. Y. decreased scale; Manufacturers Life is using a somewhat higher scale, with overall increase about 8½ percent; New England Mutual new scale somewhat less, overall decrease about 6 percent, and Provident Mutual new scale more than 7 percent decrease overall.

SEC Sends New Questionnaire

(CONTINUED FROM PAGE 1)

the question of credit, it is going into deep waters, it is said, and recognition must be given the fact that insurance companies are among the nation's largest lenders, their investments in government, industrial and other bonds being nothing more nor less than loans to the issuing organizations.

Might Study Lending Practices

If the insurance investigation is to be turned into a "witch hunt," it is pointed out, undoubtedly the lending practices of the industry might come in for study, but the more conservative members of the monopoly committee are represented as believing that attention should be directed primarily at monopoly situations through which the public suffers, either directly through higher prices or indirectly through the suppression of competition, and not to the safeguards which an industry, acting as trustee of the public, might find it necessary to erect to protect its client's funds, unless such practices were not in the public interest.

Accordingly, it is believed that any study of insurance loans which may be made will be largely perfunctory and merely as developing the picture as whole.

Investigation of insurance company practices is not expected to open until some time next month, and so far all members of the committee and of the SEC have refused to indicate what line the inquiry will take. The administration monopoly committee this week resumed investigation of the patent situation, with indications that a week or 10 days may be required for the study. When hearings are resumed, there is a general belief that the insurance situation will be probed, but the committee as yet has given no indication where the lightning will strike next.

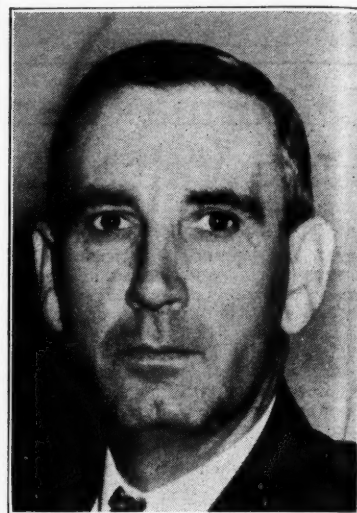
John A. Lloyd Named Ohio Superintendent

(CONTINUED FROM PAGE 3)

Ohio Association of Insurance Agents for five years. He is a native of Jackson county, O. Mr. Crabbe is a son of former Attorney-general C. C. Crabbe and has been engaged in the practice of law at London, O., with his uncle, H. H. Crabbe. He is a graduate of the Ohio State University and Harvard Law School. He served four years in the attorney-general's office, 1933-1937, under Mr. Bricker. Senator Lloyd takes the place of R. L. Bowen of Cleveland, who served during the two terms of Governor Davey. The superintendent of insurance is paid \$5,000 a year, the deputy \$4,000. Mr. Lloyd entered upon his new duties at once.

L. Calvin Jones, of Youngstown, president of the Ohio Association of Insurance Agents announced that Mr. Lloyd had been granted a leave of absence from his duties as executive secretary during the time he is in state service. As executive secretary Mr. Lloyd has attracted wide attention in insurance matters. He has long been

Named in Missouri



RAY B. LUCAS

Ray B. Lucas, who was appointed insurance superintendent of Missouri to fill the vacancy caused by the death of George A. S. Robertson, recently retired as justice of the state supreme court after completing the term of the late Judge Frank. A graduate of the Universities of Missouri and Chicago, he has practiced law for the past 20 years in southeastern Missouri, serving as a special judge in circuit courts and being active in bar association activities.

an active figure in public and private affairs of the state. He is a well known figure in state and national insurance conferences and meetings of fire and casualty people.

His almost daily contact with the insurance department during his term as secretary of the agents' association brings to the superintendent's office a man well informed as to the many and difficult problems of the department.

Ohio State Life's Program for Agency Convention

The annual agents' convention of the Ohio State Life will be held Jan. 30-31 and Feb. 1 in Columbus. At a conference of general agency managers, C. J. Zimmerman, general agent of the Connecticut Mutual Life in Chicago, will speak on "Building Morale" and President Claris Adams will explain plans for 1939. Mr. Zimmerman is vice-president of the National Association of Life Underwriters. C. M. Cartwright, of THE NATIONAL UNDERWRITER, will speak at the banquet. At the luncheon on Feb. 1, Roger B. Hull, managing director and general counsel for the National Association of Life Underwriters, will give a talk on "64 Million People, 110 Billion Dollars." The address of welcome at the convention proper will be delivered by President Adams and the response will be made by J. C. McFarland, general agent, leading producer in 1938. One of the features of the convention will be a dinner in honor of the members of the President's and Honor Clubs and their wives.

W. Va. State Association Formed

The West Virginia Association of Life Underwriters was organized at a meeting in Charleston, which was attended by Holgar J. Johnson of Pittsburgh, president National Association of Life Underwriters. Lewis Milan, group supervisor Equitable Society at Charleston, was elected president and W. Lee Mullen, Sun Life, Charleston, vice-president. Charter members of the association are the city units in Charleston, Wheeling, Parkersburg, Huntington, Bluefield and Clarksburg.



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